ECHNOLOGY DEPT!

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

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DETROIT

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Canadian & Foreign $6.00 the Year

JANUARY 19, 1942

Published every Monday, 53rd issue (Yearbook Number) Published in February

Vol. 22 • No. 3
WASHINGTON, D. C.

"YESSIR!—MAIL FROM 46 STATES TODAY!"

● Every 50,000-watt station, we suppose, gets mail from a very wide area. So, here at WHO, we don't get exactly excited even when we receive letters from such distant places as Timbuctoo and the Antipodes.

But it does seem significant to us that WHO draws *a good deal of mail*—regularly—from practically every State in the Union.

What's the significance, you say? Well, for one thing, it indicates on a grand scale the overwhelming preference that our power and personality MUST give us in Iowa Plus. Since we compete favorably with other 50,000 watters, hundreds and, yes, thousands of miles away, it's a cinch that we're competing even more favorably with other stations a few *dozens* of miles away!

Power and personality. That's a hard combination to beat. And nobody does beat it in Iowa Plus—either singly or with any *other* kind of "combination"! Let us prove it with actual figures!

WHO
+ *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS
J. O. MALAND, MANAGER
FREE & PETERS, INC. . . . National Representatives

In a world at war

So that our next generation will not be born to a world of violence, shortages, rationing and sacrifice . . . a world wherein advancements are distorted into mechanics of destruction . . . a world in which peacetime economies are harnessed to the maintenance of colossal war machines . . . we pledge ourselves and our facilities.

Our nation is engaged in ***WAR***, and our products, transmitting and rectifying tubes, are employed in the establishment and maintenance of vital communications lines. These same tubes, which serve in our broadcasting stations to bring us laughter, music and culture; in research—and in electro-medical apparatus to alleviate suffering and disease; and in many industrial applications; must ***NOW***, more than ever, serve in the protection of our shores. To this end, we cooperate willingly.

We must therefore ask your cooperation in anticipating essential, normal requirements so that we may continue to serve both you and our country to the best of our ability.

Amperex Electronic Products

79 WASHINGTON STREET **BROOKLYN, NEW YORK**

IN GREATER ST. LOUIS

KSD Scores Again!

Another Sweeping Popularity Victory

For the NBC Red Network and Radio Station KSD

In the Annual Poll of the Radio Editors of more than 600 leading daily newspapers in the United States and Canada recently completed by the Motion Picture Daily, the various groups show:

KSD Carried 16 Firsts — 12 Seconds — 11 Thirds

Champions of the Champions
The FIRST THREE
Are on Station KSD

Outstanding New Stars
The FIRST THREE
Are on Station KSD

In five of the Groups N. B. C.-KSD took all three places—first, second and third most popular. In four of the groups, N. B. C.-KSD took both first and second places. In three groups N. B. C.-KSD took both first and third places.

A Distinguished Broadcasting Station

Station KSD—The St. Louis Post-Dispatch

POST-DISPATCH BUILDING, ST. LOUIS, MO.

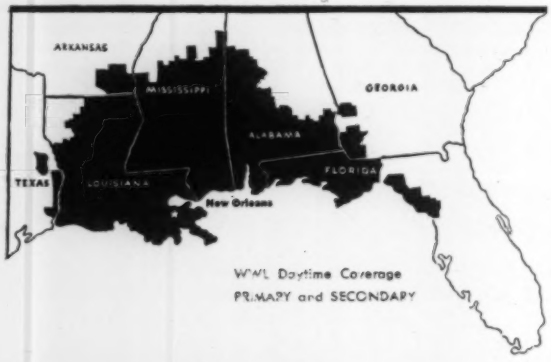
FREE & PETERS INC., NATIONAL ADVERTISING REPRESENTATIVES

NEW YORK CHICAGO DETROIT ATLANTA SAN FRANCISCO LOS ANGELES

...hed every Monday. 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

Applause from Alaska

Sales for you right here . . .



You get both with:

WWL NEW ORLEANS

50,000 watts - - clear channel

Fan mail from Alaska, Canada and every state in the Union demonstrates the strength of WWL's 50,000-watt clear-channel signal. We love those foreign postmarks!

Fan mail from advertisers who concentrate their New Orleans market money with WWL is our *real* thrill-bringer, however. Each new success story underlines the fact that WWL is . . .

The greatest selling POWER in the South's greatest city

CBS Affiliate—Nat'l. Representatives, The Katz Agency, Inc.

BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

January 19, 1942

CONTENTS

CENSORSHIP—
- War Code Brings Program Changes 10
- Trade Group Opposes Quiz Ban 10
- Full Text of Code 11
- Depts. Name Censorship Board 44
- Nets See Little Trouble From Code 55

Freezing of Assignments to Come Soon 9
Daylight Time to Begin in February 9
Affiliates Endorse New Blue 12
Radio Vital To Stores, Says Shumaker 14
Net Time Sales 107 Million in 1941 18
Radio Found Superior To Other Media 20
Fate of Network Rules in Court's Hands 22
MBS Suit Seen Delayed 24
Television Seen As Defense Aid 26
Press-Radio Probe Resumes Jan. 21 45
Selective Service Officials Study Radio Problem 46
Fight Begun on Benny Renewal 50
Sponsors Advised to Stay on the Air 50
Radio's War Role Recited to IRE 55
OFF to Clear Federal Programs 58
Ford Sunday Hour to Suspend 58

DEPARTMENTS

Agencies	40	Merchandsng	38
Agency Appointments	37	Network Accounts	56
Behind the Mike	34	Personal Notes	33
Buyers of Time	29	Purely Programs	41
Classified Advertisements	57	Radio Advertisers	43
Control Room	39	Radio Bookshelf	32
Editorials	32	Station Accounts	42
FCC Actions	56	Studio Notes	36
Meet the Ladies	35	We Pay Respects	33
Hix Cartoon	58		

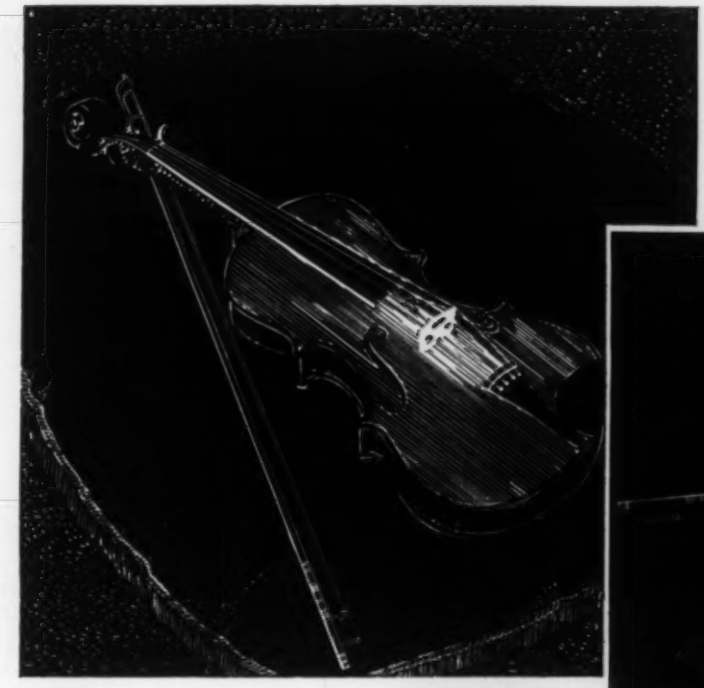
KFAB's a better vehicle. Covers more area in the wink of an eye, than a car in a month of Sundays. More powerful, too! Carries the heaviest sales load over the peak, in high.

KFAB does all its driving in a fertile farm region, there's plenty of money, and KFAB listeners are spending it. That's why advertisers are concentrating on the farm markets of Nebraska and her neighbors, and using KFAB to deliver their sales messages.

KFAB isn't rationing its time to clients, yet... but you'd better wire today.

KFAB LINCOLN

DON SEARLE — Gen'l Mgr.
Ed Petry & Co., Nat'l Rep.



Alike?

They're both violins, but many important advantages make the Stradivarius a masterpiece

AND MANY IMPORTANT ADVANTAGES MAKE WSM A SELLING FORCE

No one thing accounts for the success of WSM programs. This advertiser says, "It's their 50,000 watts that blasts my message all over the South." Another says: "WSM's unusually low frequency strengthens their power and gives my message greater coverage." Still another says: "It was WSM talent . . . talent that feeds NBC seven night-time productions that gave me listeners . . . and buyers." All these clients are right. Yet they're all wrong. For it is the *combination* of many important advantages that makes WSM the South's dominant station. 50,000 watts . . . a clear channel . . . 650 kilocycles . . . a fast growing, defense-booming market . . . and one of radio's largest talent staffs . . . all these *combine* to make WSM *the* radio station for sales. Be critical . . . . ask about our fan mail, our production, facilities, our coverage, or anything you want in a radio station. You'll find we have the answers.

HARRY L. STONE, Gen'l. Mgr. WSM NASHVILLE, TENNESSEE

OWNED AND OPERATED BY
THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.
NATIONAL REPRESENTATIVES, EDWARD PETRY & CO., INC.

BROADCASTING

Vol. 21, No. 21 ... A YEAR—15c A COPY

Filene's D...

New Technique f... Basis for Sy...

By BROO... G...

Wm. Filene...

EDITOR'S NOTE—*File... has successfully devis... for nationally syndic... story of Filene's W... retailers use of rad... dising Corp., New... buying organizati... and specialty sh... publicity adjun... project and is... proval has be... it up formall... Assn. plans... in New Yo...*

TRADITION... mightier th... rent event... broadcast... waves, i... or its... press.

At ... rienc... Wor... trib... ar... da... s...

which led ... in radio adver... creasing prominence ... licity program.

Those 1927 Days

Back in the good old days of 1927, when AT&T was selling at 300 and economists were talking "new era", the road to success lay in expansion. Wm. Filene's Sons Co., Boston, the world's largest specialty ready-to-wear and accessories shop, with a volume approximating 30 million dollars under one roof, caught the prevailing fever of the day and age.

Aided and abbetted by the youthful enthusiasm of the author, they contracted a long-term, step-rate lease for a three story and basement store in Worcester, Mass. Worcester, a city of 200,000, best identified by the beams of WTAG, is half-way between Boston and Springfield. Its well-diversified in-

Bu... would suf... After all why ... largest specialty shop ... plus of 6 millions, economi... its first major expansion?

March 10, 1928, was the grand opening. A new Filene store in Worcester had been big news for months and Worcester and Worcester County flocked in by thousands to look us over. First day sales were satisfactory, but Worcesterite reaction was variable. Summing it all up, Worcester was a bit disappointed. Thousands of dollars worth of free and paid advance publicity had oversold her. Through a telescope she had visualized Filene's mammoth plant in Boston

Wm. Filene's Sons Company
Main and Federal Streets
Worcester, Mass.

December 31, 1941

Mr. E. E. Hill, Managing Director
Radio Station WTAG
Worcester, Mass.

Dear Mr. Hill:

As 1941 draws to a close, I wish to acknowledge the cooperation of the entire WTAG staff in the production of the Filene radio programs of the past year. Without the excellent facilities and able personnel of WTAG, these programs could not have been carried out.

Our sales results have been more than satisfactory - in some cases almost fantastic - and we recognize that, no matter how good the program and it's production, such results could be obtained only from a broad and well-established radio audience such as WTAG commands.

Our sales promotion plans for 1942 call for increased use of radio.

Very truly yours,

Wm. Filene's Sons Company
Brooks Shumaker
General Manager - Worcester Store

BS:ML

MR. SHUMAKER

...Take It
...this issue

...mentum
...slowed
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...ned.

...Slump

...days of the late ...increasingly evident ...em was sales-volume ...er, increased customer ...the means, more effective ...city. We analyzed our position ...d concluded we had been "high-hatting" Worcester, a city with a buying power largely in the medium and low end. We stepped up our chips on the sure-fire medium, newspaper advertising. Worcester took notice. Main Street became crossable once more.

...it ...em ...affic ...pre- ...Boston ...at our ...ester on ...—a store ...and mer- ...a city of

Came depression! In the words of Louis E. Kirstein, vice-president of Wm. Filene's Sons Co., speaking to a group of Worcester Store executives—"the great American honeymoon is over". The labor pains began. Although highly diversified as to its industries, Worcester was to feel the full brunt of world depression. Business hit the toboggan; prices dropped; wages followed.

The position of the new Filene Store was particularly vulnerable; sales fell off sharply, but fixed expenses remained fixed, and our rent, already assuming the proportions of the national debt, was soon to take another jump under the step-rate clause. With our operating statement a tragedy in red ink, controllable expenses were pared to the bone—but not newspaper advertising. "Soft" goods must turn-over or they spoil like ripe fruit. Traffic is vital to turnover, and newspaper advertising was the one sure means, for back

Here are words which bear enlarging

"....such results could be obtained only from a broad and well-established radio audience such as WTAG commands"

That statement, to our ears, Mr. Shumaker, is music of the sweetest kind. May we also point out the heading on the Filene story in BROADCASTING of December 1. "Filene's Discovers the Power of Radio." We made some pleasant discoveries too while we have been working with you, because your radio advertising was truly labeled experimental. Your willingness to try suggestions made the job easier. Thanks to <u>your</u> cooperation, the programs took full advantage of WTAG's listener influence.

The Filene story of radio advertising on WTAG has echoed throughout the membership of the National Retail Dry Goods Association, even to a whole morning's discussion at their annual convention held last week. If the results of the Filene experiment were any less startling, one might pass this story unnoticed, except for the moral. WTAG holds first position in Central New England and delivers every bit of it to the advertiser—experimental or experienced.

WTAG

WORCESTER

COVERS CENTRAL NEW ENGLAND

NBC BASIC RED AND YANKEE NETWORKS

EDWARD PETRY & CO., INC.—NATIONAL REPRESENTATIVE

OWNED AND OPERATED BY THE WORCESTER TELEGRAM-GAZETTE

WANTED—

TWO MORE TOP-NOTCH SOUND ENGINEERS!

Since its radio introduction only a few short months ago, Sonovox's *talking and singing sound* has met with an unexpectedly quick demand. Buick, Colgate-Palmolive-Peet, and Lever Bros. are already Sonovox users. Things have moved so fast that our engineers have not been able to keep up with our need for experimental and development work, either for our regular broadcasting applications or for various new defense uses.

Hence we are now seeking two more highly-qualified radio engineers. Please read every word of this advertisement. If you feel that you answer the description, get in touch with us *at once.*

THE MEN—Must be top-notch radio engineers with experience in experimental or development work. Must have a good educational background in electric or radio engineering. Must have at least five years' experience in broadcasting-station or network engineering. Should have some experience in instantaneous recording. Should have both theoretical and practical knowledge of loud-speaker design and operation.

THE OPPORTUNITY—Virtually unlimited. The possibilities of various defense applications now in development are such as to make Sonovox a high-priority wartime project. As to future peace-time opportunities, Sonovox is a new acoustical development destined to become as standard in radio as "talkies" are in the movies. Sonovox engineers have the opportunity to share in the establishment of a new and *revolutionary art.*

WRITE IMMEDIATELY—If you want further information about Sonovox, please drop me a line at once. Applications must be submitted by letter—not by personal calls. Write today, giving all qualifications, plus age, dependents, and selective service classification. Your letter will be held in strictest confidence.

Address: James L. Free, President

WRIGHT-SONOVOX, INC.

180 N. MICHIGAN AVE. . . . CHICAGO

FREE & PETERS, INC., ***Exclusive National Representatives***

CHICAGO: *180 N. Michigan* Franklin 6373 **NEW YORK:** *247 Park Ave.* Plaza 5-4131 **DETROIT:** *New Center Bldg.* Trinity 2-8444 **SAN FRANCISCO:** *111 Sutter* Sutter 4353 **HOLLYWOOD:** *1512 N. Gordon* Gladstone 3949 **ATLANTA:** *322 Palmer Bldg.* Main 5667

BROADCASTING
and
Broadcast Advertising

Vol. 22, No. 3 | WASHINGTON, D. C., JANUARY 19, 1942 | $5.00 A YEAR—15c A COPY

Freezing of Assignments Expected Soon

Only Grants Vital To War Will Be Issued

FREEZING of broadcast assignments, along with stoppage of new grants and construction permits except where deemed essential in the war operation, will come in a few weeks. The Office of Production Management, in collaboration with the Defense Communications Board, is expected to establish the new policy which will govern future licensing operations of the FCC.

Long anticipated, the policy is being forced by peak operation of all radio manufacturing plants, both transmitting and receiving, on nearly two billion dollars in war production, with civilian manufacture to be sharply curtailed and possibly eventually terminated, save for replacement and repairs and for new essential installations. OPM disclosed last Wednesday that civilian radio receiving set production shortly would be cut approximately 30% and that it might be stopped entirely later on.

Preliminary Action

FCC Chairman James Lawrence Fly told BROADCASTING last week that definite policy would have to be established and that conditions now had approached the point where curtailments are essential. He said OPM and DCB would act shortly—possibly within a month.

Preliminary work already has been undertaken on curtailments. The problem transcends purely broadcast transmitter and receiver manufacture, however. To be evaluated also are other extensive radio services such as point-to-point, police, aviation and the numerous other secondary operations licensed through the FCC.

Before the integrated order can be promulgated, something in the nature of established ratings and priorities to cover possible contingencies will be evolved. This work, as a matter of fact, now is understood to be in progress. The curtailment order, when it comes, probably will be based on specific classifications of service in each category.

Mr. Fly felt a "little latitude must be allowed" so essential operations can continue. In the broadcast field, any affirmative showings of need for additional facilities for the war effort will be favorably considered, he indicated. Under the new priorities procedure to be established by OPM, with the advice of the DCB, adequate provision would be made for necessary new constructions or modifications, it was made clear. Existing construction permits, Mr. Fly said, "will be protected within reasonable limitations", but he saw no basis for issuance of additional permits for new or improved facilities if the equipment would not be procurable and if the operations are not deemed essential.

Outstanding CPs

While the detailed plans have not yet been formlated, it has been obvious for some time that steps must be taken, and it is "outside the field of debate", the chairman said. Once the specific policy is enunciated, the FCC will revise its operations to conform with the over-all war picture.

According to FCC records 35 construction permits for new broadcast stations are outstanding. FM construction permits outstanding total 59. There are 210 applications for new stations pending, of which 160 are for standard broadcast and 50 for FM outlets. In addition there are pending several hundred applications for modification of existing facilities, in various stages of consideration.

It is likely some construction permits already issued will be held in abeyance. If the areas affected have adequate broadcast service, this probably will be the case. Where inadequate service exists, however, the DCB, in conjunction

(*Continued on page 45*)

Daylight Time Begins in Mid-February

Compulsory Change for All Nation Passed By Congress

BROADCASTING's semi - yearly headache, partial daylight saving time, will disappear in mid-February it was indicated in Washington last week as both Houses of Congress completed action on a daylight saving time measure providing for universal "fast" time 20 days after the bill is signed by President Roosevelt. It appeared last Friday that barring unforeseen delays daylight time would become effective between Feb. 10 and 15.

Because of a parliamentary technicality in the House last Thursday, when that body approved the bill, it did not go to the White House immediately but was held over to Monday for Speaker Rayburn's signature. The Senate agreed to the conference report on the measure Wednesday.

Aids Radio Industry

Conferees after meeting once agreed to the House bill, most favorable to radio. The Senate version would have given the President discretionary power to advance clocks not more than two hours during continuance of the present war and not more than six months thereafter. Senator Wheeler (D-Mont.), chairman of the Interstate Commerce Committee, introduced the Senate bill while the House bill was introduced by Chairman Lea (D-Cal.) of the Interstate & Foreign Commerce Committee who sponsored the House measure.

The bill as passed by both Houses inadvertently fulfills an industry campaign favoring "fast" time on a universal basis, preferably year-round.

Full text of the final bill follows:

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled, That beginning at 2 o'clock antemeridian of the twentieth day after the date of enactment of this Act, the standard time of each zone established pursuant to the Act entitled "An Act to save daylight and to provide standard time for the United States", approved March 19, 1918, as amended, shall be advanced one hour.

Sec. 2. This Act shall cease to be in effect six months after the termination of the present war or at such earlier date as the Congress shall by concurrent resolution designate, and at 2 o'clock antemeridian of the last Sunday in the calendar month following the calendar month during which this Act ceases to be in effect the standard time of each zone shall be returned to the mean astronomical time of the degree of longitude governing the standard time for such zone as provided in such Act of March 19, 1918, as amended.

Trade Approval

A uniform, nationwide system of daylight saving time, becoming effective simultaneously for the entire country, was hailed as a boon to broadcasting by station and network officials, agency timebuyers and station representatives queried by BROADCASTING.

Without a dissenting voice, representative members of each group stated such a national plan would relieve the industry of the annual problems incurred when part of the country goes on DST while the remaining cities stay on standard time, disrupting program schedules across the map and causing a major rearrangement of programs that affects not only the networks and their sponsors, but also the spot or local advertisers using time on stations which are affiliated with the networks.

Executives questioned were unanimous in stating that universal DST will leave radio schedules unchanged, each program continuing to be broadcast at its scheduled time on the clock, which would of course be one hour earlier by the sun.

This, it was agreed, is a most happy situation, especially in contrast to the final Sundays in April and September which in previous years ushered DST in and out. Preceding each of these fatal Sundays was a period of several weeks, or in some cases months, of intense activity trying to adjust their schedules to fit cities with both kinds of time.

The consensus seemed to be that of all the sacrifices the broadcasting industry has been and will be asked to make as its part of the all-out war program, giving up the disintegrated, local option plan of DST will be by all odds the least painful for everyone concerned.

War Code Brings Program Changes

Ad Lib, Interview and Quiz Types Are Restricted

FAR-REACHING changes in normal programming operations of all broadcast stations, entailing discontinuance of certain types of ad lib programs such as man-on-the-street, airport, train terminal and other "open mike" interviews and requiring rigid control over other program emanations, were decreed in the Wartime Code of Practices for Broadcasters, released last Friday by the Office of Censorship.

Couched in terms permitting voluntary rather than mandatory action, the Code becomes immediately effective except for the quiz bans. It was drafted by Byron Price, Director of Censorship, and J. Harold Ryan, Assistant Director of Censorship, after extensive conferences with industry representatives.

Mr. Ryan, vice-president and general manager of the Fort Industry Co., operating six stations, is in charge of administration. He will be aided by a council of five to seven broadcasters, probably including the heads or the selected representatives of the five industry trade groups.

There were prompt repercussions to the banning of remote quiz programs, with steps initiated for modification. These stringent provisions, covered in Paragraph II (b), [see opposite page] will not become effective until Feb. 1, however, Mr. Ryan announced, to allow changes of format, and adjustments of commercial commitments. While the Code itself does not specify this future effective date, Mr. Ryan told BROADCASTING it would be covered in a letter to all stations to go out this week, along with official copies of the Code. All other provisions are immediately effective.

Local Programming

Most of the precautions emphasized in the Code "are being exercised already by broadcasters on a voluntary basis," the Censorship Office stated. It nevertheless was appreciated that the restrictions on ad lib and quiz programs will result in changes in the formats of many programs. The greatest impact, however, will be felt in local programming, where many stations derive appreciable revenue from variations of the *Man on the Street* quiz type of feature.

Little effect is seen on network quiz or audience participations. Where large studio audiences are involved, there is appreciably less danger of exploiting radio to expedite work of saboteurs and request programs, while not banned outright, nevertheless must be closely scrutinized. In this connection, the Code was not as drastic as some broadcasters had urged.

Foreign language programs, a knotty question even before the war, are dealt with leniently. The Price office requests that full transcripts, whether written or recorded, be kept of all such programs. Beyond that it is only suggested that broadcasters "take all necessary precautions to prevent deviation from script by foreign language announcers and performers."

Weather broadcasts, already banned by Army mandate, are restricted in more detailed fashion. With regard to handling of news programs, the Code in general parallels that issued last Wednesday, covering wartime practices for newspapers, magazines, and other periodicals.

News falling in specified categories should be kept off the air, the Code states, except in cases where the release has been authorized by appropriate authorities. In addition to weather reports, these cover road conditions, troop movements, ships, dispositions of planes, military experiments, fortifications, war contract production, casualty lists, release of figures on selective enrollments, unconfirmed reports having a military aspect, information concerning establishment of international communications, and movements of material or public officials.

"99.9% Pure"

At a press conference last Thursday, prior to release of the Censorship Code, Mr. Price said that radio "because of its international aspects" necessarily is placed under stricter censorship than newspapers. He pointed out the industry was fully cognizant of the fact that its restrictions would be heavier. But he praised radio for its voluntary cooperation and its appreciation of the war problem.

Asked regarding forms of restrictions or punishment for violations of either Code, Mr. Price said thus far there had been no need for serious consideration of this aspect. Voluntary adherence to the wishes of the President and the Office of Censorship thus far has been "99.9% pure".

Advisory Plan

"I have great confidence in the common sense of the broadcasters," Mr. Ryan declared. He pointed out that unquestionably inconveniences would be experienced but emphasized that wartime operation affects the entire economy.

The Advisory Council of Broadcasters will be appointed within a fortnight. Mr. Ryan already has designated Stanley P. Richardson, former newspaperman and coordinator of international broadcasting, as his chief assistant. He was to report Jan. 19.

Handling of the ad lib type of program proved most troublesome of the problems in writing the code. Complaints already have been received. But the code is left sufficiently flexible so that changes can be made when practical solutions are found. "As experience dictates the need of changes, they will be made and all stations notified," the code states.

Apropos request programs, the code requests that no telephoned or telegraphed requests for musical selections be accepted "for the duration of the emergency".

It also asks that all mail bearing requests be held for an unspecified time before honored on the air. It was suggested that broadcasters stagger replies to requests. Care should be exercised in guarding against honoring a given request at a specified time.

Personal Items

Emphasis was given the handling of "lost and found" announcements and broadcast material of a similar nature. Broadcasters were asked to refuse material when it is submitted via telephone or telegraph by a private individual. The broadcaster was advised to demand written notice involving a lost person, lost dog, or other property. Confirmation of the source on emergency announcements was urgently suggested.

Requests for mass meetings, unless they come from accredited Governmental or civilian representatives, should be rejected.

Interpreted as banning some Town Hall and general audience participation forums as now presented is the restriction on quiz programs. The code requests that all audience participations originating from remote points, either by wire, transcription or shortwave, be discontinued except under specified conditions. The greatest danger lies in informal interviews conducted in a small group. In larger groups, where participants are selected from a theatre audience, "the danger is not so great". Avoidance of "guaranteed participation" in studio audience type quiz shows was urged.

In forums and interviews in which the public is permitted extemporaneous comment and in panel discussions in which two or more persons participate, the code states that while likelihood of exploitation is slight, there are certain forums during which comments are sought "from the floor" which demand "cautious production".

Ad Lib Reporting

Avoidance of ad lib reporting where specific reference to locations and structures is made, following air raids or enemy offensive action, is urged. Commentators should beware of using any descriptive material "which might be employed by the enemy in plotting an area for attack".

The Censorship Office said it may find it necessary to issue further instructions which will either interpret certain existing requests, amend or delete them, establish new ones, or cover special emergency conditions. These will go to managers of stations and networks. They should have preferential handling and alternate executives shoud be named to exercise them in the absence of the regularly constituted authority.

Radio Trade Group Notes Code Flaw

Loss of Revenues Is Seen in Quiz Ban Is Enforced

CONTENDING that provisions of the new war-time code of the Office of Censorship will mean the loss of "millions in revenue" to small and large stations alike, the Radio Coordinating Committee representing industry trade groups, at a special meeting in Chicago last Friday decided to initiate steps to effect changes. Banning of remote quiz programs, it was held, would cut sharply into basic station revenue.

Mr. Damm

The committee, created at the instance of George B. Storer, president of the Fort Industry Co. and interim head of NIB, met primarily to consider appointment of Walter J. Damm, managing director of WTMJ, Milwaukee, as industry liaison officer in Washington, to contact Governmental agencies identified with the war effort from the radio standpoint. Action, however, had not been taken late Friday night.

Discussed with Fly

FCC Chairman James Lawrence Fly lunched with the committee and presumably discussed the Damm appointment. He had stated previously that it would be desirable to have a liaison man, but that he was not in a position to designate the individual. Because Mr. Damm is not a member of the NAB, controversy had developed over his appointment [BROADCASTING, Dec. 29].

Attending the meeting, in addition to Chairman Storer, were Neville Miller, NAB president; James D. Shouse, WLW-WSAI, Cincinnati, representing the Clear Channel Broadcasting Service, and an NAB director; John Shepard 3d, Yankee Network, president of FM Broadcasters Inc.; Eugene C. Pulliam, WIRE, Indianapolis, president of Network Affiliates Inc., and John E. Fetzer, WKZO, Kalamazoo, NAB director. Mr. Damm also sat in.

WAR-TIME CODE OF PRACTICES FOR BROADCASTERS

Herewith is the text of the war-time code of practices for broadcast stations issued Jan. 16 by the Office of Censorship. Drafted by Director Byron Price and Assistant Director J. Harold Ryan, after conferences with the industry. The Code becomes immediately effective, except for Paragraph II (b) covering banning of certain ad lib quiz programs, which is delayed until Feb. 1, to permit changes in format and alteration of commercial contracts.

THE OFFICE of Censorship issued this statement:

In wartime it is the responsibility of every citizen to help prevent the enemy, insofar as possible, from obtaining war, navy, air or economic intelligence which might be of value to him and inimical to our national effort.

The broadcasting industry has enlisted with enthusiasm in the endeavor, and the following is intended to be helpful in systematizing cooperation on a voluntary basis during the period of the emergency.

Two possibilities exist:

(1) Enemy exploitation of stations heard only within our borders, to expedite the work of saboteurs, and

(2) Enemy exploitation of stations heard internationally (both short and long wave) to transmit vital information.

All American stations desire to prevent such exploitation. The statement herewith set forth is presented under three headings:

(1) News programs.
(2) Ad lib programs.
(3) Foreign language programs.

Radio management can do much in other ways to win the war. It can act, in the light of experience, as its own censor above and beyond the suggestions contained in this statement of conduct.

NEWS PROGRAM

It must be remembered that all newspapers, magazines and periodicals are censored at our national borders. No such post-publication censorship is possible in radio. Scores of stations operating on all classifications of frequencies are heard clearly in areas outside the United States. These stations especially should exercise skill and caution in preparing news broadcasts.

Ninety-nine per cent of the commercial stations operating in the United States are serviced by one or more news agencies. News teletyped to stations and networks by these agencies will be edited at the source, with a view to observing certain requests set down by the press section of the Office of Censorship. These precautions notwithstanding, the Office of Censorship stresses the need for radio to process all news in the light of its own specialized knowledge. Broadcasters should ask themselves the question, "Would this material be of value to me if I were the enemy" Certain material which may appear on the news service wires as approved for newspapers may not be appropriate for radio.

It is requested that news falling into any of the following classifications be kept off the air, except in cases when the release has been authorized by appropriate authority.

Weather Reports

(1) Weather reports. This category includes temperature readings, barometric pressures, wind directions, forecasts and all other data relating to weather conditions. Frequently weather reports for use on radio will be authorized by the United States Weather Bureau. This material is permissible. Confirmation should be obtained that the report actually came from the Weather Bureau. Special care should be taken against inadvertent references to weather conditions during sports broadcasts, special events and similar projects.

Information concerning road conditions, where such information is essential to safeguarding human life, may be broadcast when requested by a Federal, State or municipal source.

(2) Troop movements. The general character and movements of units of the United States Army, Navy and Marine Corps, or their personnel, within or without the continental limits of the United States; their location, identity or exact composition, equipment or strength; their destination, routes and schedules; their assembly for embarkation or actual embarkation. Any such information regarding the troops of friendly nations on American soil. (The request as regards location and general character does not apply to training camps in the United States, nor to units assigned to domestic police duty.)

(3) Ships. The location, movements and identity of naval and merchant vessels of the United States and of other nations opposing the Axis powers and of personnel of such craft; the port and time of arrival of any such vessels; the assembly, departure or arrival of transports or convoys, the existence of mine fields or other harbor defenses; secret orders or other secret instructions regarding lights, buoys and other guides to navigators; the number, size, character and location of ships in construction, or advance information as to the date of launchings or commissionings; the physical setup of existing shipyards, and information regarding construction of new ones.

(4) Planes. The disposition, movements and strength of army and navy units. The time and location of corps graduations or the equipment strength of any training school.

New Inventions

(5) Experiments. Any experiments with war equipment or materials, particularly those relating to new inventions. Any news of the whereabouts of camouflaged objects.

(6) Fortifications. Any information regarding existing or projected fortifications of this country, any information regarding coastal defense emplacements or bomb shelters; location, nature or numbers of antiaircraft guns.

(7) Production. Specific information about war contracts, such as the exact type of production, production schedules, dates of delivery, or progress of production; estimated supplies of strategic and critical materials available; or nationwide "round-ups" of locally-published procurement data except when such composite information is officially approved for publication.

Specific information about the location of, or other information about, sites and factories already in existence, which would aid saboteurs in gaining access to them; information other than that readily gained through observation by the general public, disclosing the location of sites and factories yet to be established, or the nature of their production. Any information about new or secret military designs, or new factory designs for war production.

(8) Casualty lists. Total or round figures issued by the Government may be handled. If there is special newsworthiness in the use of an individual name, such as that attending the release concerning Capt. Colin Kelly, it is permissible material. Stations should use own judgment in using names of important personages from their own areas killed in action. The Government notifies nearest kin BEFORE casualty's name is released to the press.

(9) Release of figures on selective service enrollments.

Unconfirmed Reports

(10) Unconfirmed reports. Reports based on information from unidentified sources as to ship sinkings or land troops reverses or successes should not be used. In the event enemy claims have been neither confirmed nor denied by established authority, the story ordinarily should be handled without inclusion of specific information; there should be no mention of ship's name—only its classification; there should be no mention of army unit designation—just its general description (tank, artillery, infantry, etc.). Commentators, through sensible analyses of reports from enemy origins, stressing the obvious fallacies, can do much to correct any false impressions which might be created.

(11) Communications. Information concerning the establishment of new international points of communication should be withheld until officially released by appropriate federal authority.

(12) General. Information disclosing the new location of national archives, art treasures, and so on, which have been moved for safekeeping; damage to military and naval objectives, including docks, railroads, or commercial airports, resulting from enemy action; transportation of munitions or other war materials, including oil tank cars and trains; movements of the President of the United States, or of official military or diplomatic missions of the United States or of any other nation opposing the Axis powers—routes, schedules, or destination, within or without the continental limits of the United States; movements of ranking army or naval officers and staffs on official business; movements of other individuals or units under special orders of the army, navy or State Department.

Summation: It should be emphasized that there is no objection to any of these topics *if officially released*. These restraints are suggested:

(1) Full and prompt obedience to all lawful requests emanating from constituted authorities. If a broadcaster questions the wisdom of any request, he should take it up with the Office of Censorship.

(2) Exercise of common sense in editing news, meeting new problems with sensible solutions. Stations should feel free at all times to call on the Office of Censorship for clarification of individual problems.

II
AD LIB PROGRAMS

Certain program structures do not permit the exercise of complete discretion in pre-determining the form they will take on the air. These are the ad lib or informal types of programs. Generally they fall into four classifications:

(a) Request programs.
(b) Quiz programs.
(c) Forums and interviews (*ad lib*).
(d) Commentaries and descriptions (*ad lib*).

As experience dictates the need of changes, they will be made, and all stations notified. Stations should make certain that their program departments are fully acquainted with these provisions.

(a) Request programs. Certain safeguards should be adopted by the broadcaster in planning request programs. It is requested that no telephoned or telegraphed requests for musical selections be accepted for the duration of the emergency. It is also requested that all mail bearing requests be held for an unspecified length of time before it is honored on the air. It is suggested that the broadcaster stagger replies to requests. Care should be exercised in guarding against honoring a given request at a specified time.

Special note is made here of "lost and found" announcements and broadcast material of a similar nature. Broadcasters are asked to refuse acceptance of such material when it is submitted via telephone or telegraph by a private individual. If the case involves a lost person, lost dog, lost property or similar matter, the broadcaster is advised to demand written notice. It is suggested that care be used by station continuity departments in re-writing all such personal advertising. On the other hand, emergency announcements asked by police or other authorized sources may be accepted. Announcements bearing official authorization seeking blood donors, lost persons, stolen cars, and similar material may be accepted by telephone, but confirmation of the source is suggested.

It is requested that announcements of mass meetings not be honored unless they come from an authorized representative of an accredited Governmental or civilian agency. Such requests should be accepted only when submitted in writing.

(b) Quiz program. It is requested that all audience-participation type quiz programs originating from remote points, either by wire, transcription or shortwave, be discontinued, except as qualified hereinafter.

Any program which permits the public accessibility to an open microphone is dangerous and should be carefully supervised. Because of the nature of quiz programs, in which the public is not only permitted access to the microphone but encouraged to speak into it, the danger of usurpation by the enemy is enhanced. The greatest danger here lies in the informal interview conducted in a small group—10 to 25 people. In larger groups, where participants are selected from a theatre audience for example, the danger is not so great.

Care in Small Crowds

Generally speaking, any quiz program originating remotely, wherein the group is small, and wherein no arrangement exists for investigating the background of participants, should be discontinued. Included in this classification are all such productions as man-on-the-street interviews, airport interviews, train terminal interviews, and so forth.

In all studio-audience type quiz shows, where the audience from which interviewees are to be selected numbers less than 50 people, program conductors are asked to exercise special care. They should devise a method whereby no individual seeking participation can be GUARANTEED PARTICIPATION.

(c) Forums and interviews. This refers specifically to forums in which the general public is permitted extemporaneous comment; to panel discussions in which more than two persons participate; and to interviews conducted by authorized employees of the broadcasting company. Although the likelihood of exploitation here is slight, there are certain forums during which comments are sought "from the floor," or audience, that demand cautious production.

(d) Commentaries and descriptions. (Ad lib). Special events reporters are advised to avoid specific reference to locations and structures in on-the-spot broadcasts following air raids or other enemy offensive action. Both such reporters and commentators should beware of using any descriptive material which might be employed by the enemy in plotting an area for attack.

THE BROADCASTER IN SUMMARY, IS ASKED TO REMEMBER THAT THERE IS NEED FOR EXTRAORDINARY CARE ESPECIALLY, IN CASES WHERE HE OR HIS AUTHORIZED REPRE-

(*Continued on page 44*)

Affiliates Endorse Blue Network Operation

Fund of 2 Million Is Provided By RCA

OPERATION of the new Blue Network as a vigorous competitive entity in broadcasting was enthusiastically endorsed last Thursday at a meeting of more than 100 of the 113 stations affiliated with the reorganized network. Working capital of $2,000,000 has been placed at the disposal of the Blue by its parent, RCA, the affiliates were told by Mark Woods, president and chairman of the board of Blue Network Co. Inc.

From FCC Chairman James Lawrence Fly the meeting heard official approval of the corporate formation of the separate network. In closed sessions the affiliates discussed realignment of affiliation contracts and heard officials of the network outline operations of the "streamlined network, new in scope, experienced in operation and personnel, and dedicated solely to the interests of an America at war."

Predict a Profit

Both President Woods and Executive Vice-President Edgar Kobak predicted the Blue would show a profit during the first half-year of operation. Mr. Woods said the network is for sale, subject to finding interests capable of paying the price and competent to operate it to suit the affiliates. But he added it would be some time before it is sold.

More than 30 stations not hitherto affiliated with NBC had expressed interest in becoming Blue outlets, Mr. Woods declared. The Blue will operate WJZ, New York; WENR, Chicago, and KGO, San Francisco, as owned stations.

In his address to the affiliates at the luncheon session Chairman Fly remarked, "There has been much difference of opinion about the impact of various network practices upon listeners and upon stations, but there has been no difference of opinion whatever on the fundamental point that the Blue Network, like other great networks of this country, is an indispensable part of our broadcasting system. The future of the Blue Network must be assured."

"I have no quarrel with RCA or NBC," he said. "The monopoly regulations are before a New York court today. That is perfectly proper. On the various regulations and positions of policy, as a matter of actual fact, and practice, we have today only a limited area of disagreement."

Commenting on his desire to render all help possible in the reorganization plan of the Blue Network, Chairman Fly asserted that certain principles of mutual agreement predominate: (1) Unbroken continuity in the splendid national service; (2) protection of all contracts and relations with personnel, program sources, advertisers, (2) the preservation of the Blue as a unit; (4) the maintenance of comprehensive and mutually satisfactory station affiliations and relations.

NEW BLUE AND WHITE mike plates of the new Blue Network are examined at the affiliates meeting in Chicago on Jan. 14-15 by members of the network's advisory committee (l to r): Harold Hough, KGKO, Fort Worth Henry P. Johnston, WSGN, Birmingham; Howard Lane, KFBK, Sacramento, Chairman; Harry Wilder, WSYR, Syracuse; Earl May, KMA, Shenandoah, Ia.; Tracy McCraken, KFBC, Cheyenne.

Bona-Fide Separation

At the Commission, he said, "we have been concerned from the very beginning that the necessary divorcement of the Red and Blue should be carried through without dislocation of the functions, and the same policy, if I may conjecture, apparently underlies the anti-trust suit brought by the Department of Justice."

As to the eventual sale of the Blue, Chairman Fly remarked that there had been some criticism in certain quarters to the effect that the present step was a "mere token acknowledgement of the need for separation, that it was in effect merely taking something out of one pocket, and putting it in another". To this Chairman Fly replied, "we have been assured the present corporate change is merely preliminary to the actual bona-fide separation of ownership control, and management. Viewed in this light, the change is a step, and not an unimportant step, in the right direction, and as such, I welcome it."

The chairman read a congratulatory wire of the formation of the Blue from M. H. (Deac) Aylesworth addressed to Niles Trammell, NBC president and chairman of Blue Executive Committee. Mr. Aylesworth was NBC's first president and now is radio head of the Rockefeller Committee on Inter-American Affairs.

Howard Lane, KFBK, Sacramento, chairman of the Blue Advisory Committee, inquired of Mr. Fly as to the attitude of the Commission regarding the assignment of contracts by affiliated stations to the new Blue Network Co. He replied, "the monopoly regulations have been held in abeyance through a stipulation which has provided that for the time being, those regulations will not be enforced by the Commission in any way; therefore from that point of view, I see no obstacle to the assignment of contracts of present affiliation contracts."

The assignment of contracts was discussed at the Blue Advisory Committee meeting Wednesday which eelcted Mr. Lane, chairman. The committee comprised Harry Wilder, WSYR, Syracuse; Allen Campbell, WXYZ, Detroit; Earl May, KMA, Shenandoah, Ia.; Henry P. Johnston, WSGN, Birmingham; Harold Hough, KGKO, Fort Worth; and Tracy McCraken, KFBC, Cheyenne.

Some Also Have Red

Under the new Blue arrangement,, some 56 stations which heretofore have been optional Red and Blue outlets under NBC will continue as affiliates of NBC's Red Network. But they also will continue to receive Blue commercials and sustaining on the same basis as before, according to an announcement to stations by Willia S. Hedges, NBC vice-president charge of stations. The prese flow of service "will not be di rupted as a result of separation the networks", he advised.

Stations falling in this categor are:

KANS KELO KFAM KFYR KGBX KGI KGIR KGLU KGU KIDO KMED KOA KPFA KRBM KRGV KRIS KROC KS KSOO KTAR KTFI WSM KTSM KVO KYSM KYUM WAPO WBLK WBO WBRE WCFL WCOL WDAY WOO WORK WRDO WROL WSAI WSA WEAU WEBC WFBG WGAL WGE WGKV WGL WHIS WHIZ WHLB WIB WJAC WKBH WKBO WLBZ WL WMFG.

At the afternoon session resolu tions were adopted opposing the linking of the four nationwide net works for simultaneous broadcast except in the case of a presidentia speech of a national emergency urging the unity and loyalty of al affiliates to the management of the network; expressing confidence i its own officials; commending th progressive programming policy o the network, while cautioning econ omy in technical operation, and rec ommending that a representative o the station advisory committee be elected to the board of directors o the Blue Network Co., to serve for one year, and ineligible for re-election.

An additional resolution was passed providing, in event the network was sold, that contracts would not be transferred without the consent of the affiliates. Considerable legal discussion centered around this resolution.

A. L. Ashby, NBC general counsel, maintained that if the network were sold, the contracts *could not* be reassigned with the permission of the individual. However, it was agreed to include the provision in the contracts which were distributed at the meeting. New contracts are identical with the old NBC Blue documents, and must be returned before March 1.

Operating Plans

The closed morning session of the affiliates was occupied with addresses by Messrs. Trammell, Woods and Kobak. Department heads outlined plans for the operation of their respective departments. The meeting was attended by the entire executive personnel of the Blue [BROADCASTING, Jan. 21].

Throughout the two-day sessions there was considerable speculation, in and out of the meetings, as to when the Blue will be sold, to whom, and for how much.

At a press interview Wednesday, Mr. Woods emphasized that there were three points of consideration in the sale of the Blue, (1) finding the right party, (2) obtaining the stations' agreement to the transfer, and (3) securing the right price. "However, I believe it will be some time before the network is sold," he

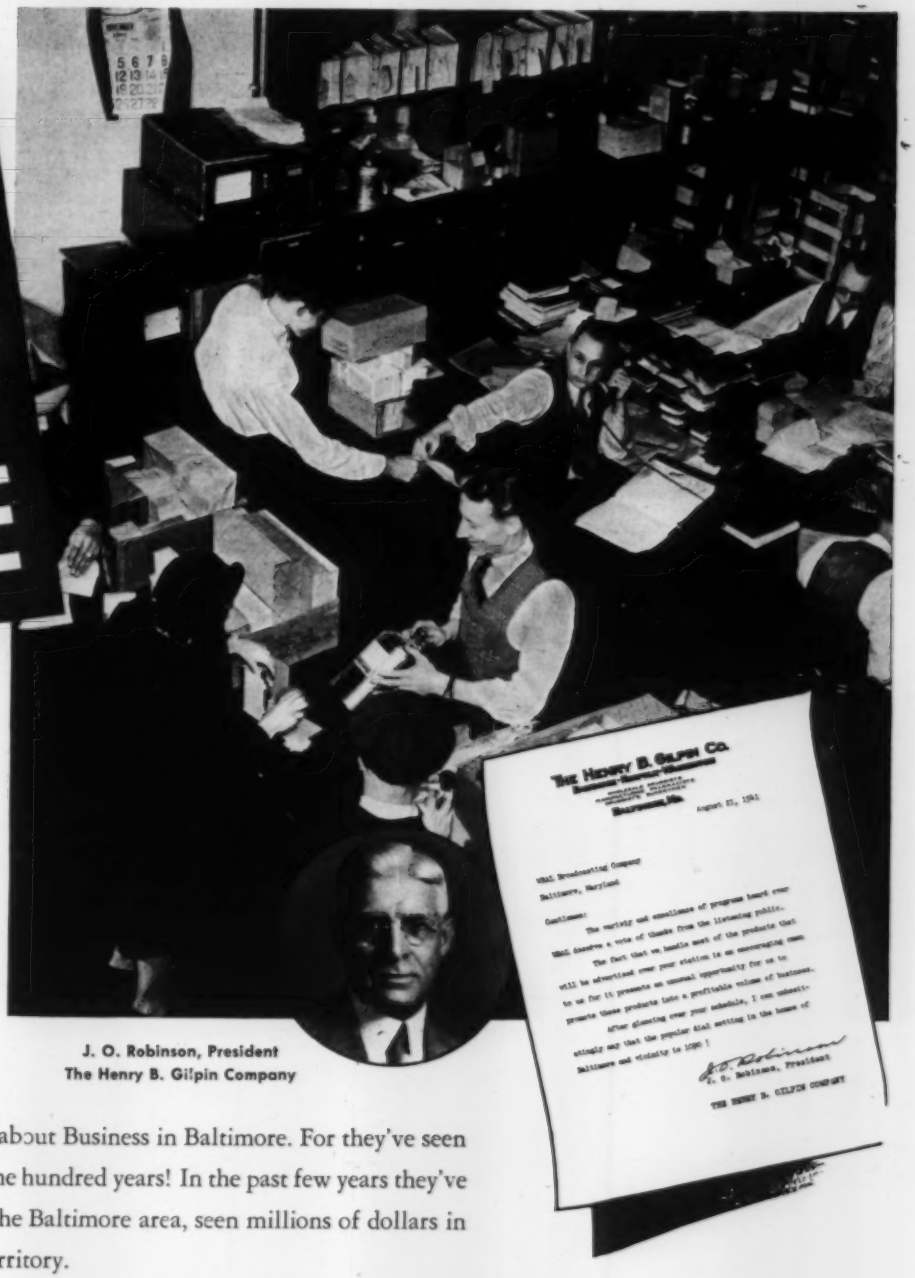
(*Continued on page 54*)

Gilman Blue V-P

DON E. GILMAN, formerly NBC vice-president in charge of public relations on the Pacific Coast and previously vice-president in charge of NBC's Pacific Division, has been appointed vice-president in charge of the Western Division of the Blue Network Co. The son of a newspaperman, Gilman showed an early interest in printing and started his business career as a printer's devil on the *Indianapolis Sentinel*, shortly advancing to plant superintendent. Continuing in the newspaper field in the west, he became interested in radio and in 1927 joined NBC as western manager.

They're Talking About

BUSINESS IN BALTIMORE



At Gilpin's, Too

(Drug Wholesalers Since 1845)

• Luther C. Dawson, City Department Manager, and Leroy Suehs, Manager of the Out-of-City Department, of the Henry B. Gilpin Co., Baltimore, are neither statisticians nor trade experts. But they know when business is better in Baltimore. Orders are bigger, stocks turn faster. And right now, like hundreds of thousands of other Baltimoreans, they're talking about better Business in Baltimore.

THE HENRY B. GILPIN CO.

August 21, 1941

WBAL Broadcasting Company
Baltimore, Maryland

Gentlemen:

The variety and excellence of programs heard over WBAL deserve a vote of thanks from the listening public.

The fact that we handle most of the products that will be advertised over your station is an encouraging omen for us. It presents an unusual opportunity for us to promote these products into a profitable volume of business.

After planning your schedule, I can submissingly say that the popular 42nd setting is the home of Baltimore and vicinity to 1090 !

J. O. Robinson, President

THE HENRY B. GILPIN COMPANY

J. O. Robinson, President
The Henry B. Gilpin Company

At Henry B. Gilpin's they should *know* about Business in Baltimore. For they've seen business cycles come and go for nearly one hundred years! In the past few years they've seen 100,000 new persons move into the Baltimore area, seen millions of dollars in Defense Contracts flow into this rich territory.

Better Business in Baltimore is obvious. For it has affected every person in this busy area, with its many and varied Defense industries.

Equally obvious, too, is the change in Baltimore's Radio listening habits brought about by WBAL's 50,000 watt station, plus the tremendous audience of the Basic NBC Red Network programs. This combination gives you one of the country's most powerful sales mediums, in one of your most prosperous markets.

NBC *RED*

The Network most people listen to most.

Radio Vital to Stores, Says Shumaker

NRDGA Hears Story of Filene's Experiment In Worcester

"THE DEPARTMENT store publicity budget for 1942 which does not provide for radio may appear in retrospect like an army or navy without air power," Brooks Shumaker, general manager of the Worcester store of William Filene's Sons Co., told the sales promotion division of the National Retail Dry Goods Assn. last Wednesday at a departmental meeting of the NRDGA's 31st annual convention, held at the Hotel Pennsylvania, New York, Jan. 12-16.

Dedicated to the theme "Radio in a Wartime Market", the meeting was held in cooperation with the NAB department of broadcast advertising, whose director, Frank E. Pellegrin, acted as chairman. Opening the session, which was attended by about 100 NRDGA members, Mr. Pellegrin outlined American radio's services to the country since Dec. 7, "reporting, instructing, persuading, warning, mobilizing, reassuring."

What Radio Offers

Stating that American radio has been able to aid its country in time of need because of its freedom, which is based on its history of paying its own way by serving as an effective advertising medium for American industries and institutions, including department stores, Mr. Pellegrin cited case histories of a few of the more than 500 department stores using radio successfully and urged other stores that now is the time to follow suit.

"Radio has much to offer you," he told his audience of department store executives. "Specifically, it will cut your advertising and your distribution costs. It will explain your services and your problems. It will sell your merchandise. It will sell your institution. It will carry you into 86% of all the homes in your market. You will go there *by invitation*, in such a manner that your message cannot be overlooked. Your story will be told in *person*, by the understanding, warm, compelling human voice, just as you yourself would tell it. For a fraction of your advertising budget you will be able to reach an amazingly high percentage of your customers. Because radio, already the nation's most economical medium of mass communication, since the outbreak of war is continually reaching *more* listeners, more hours per day, than ever.

"All national indices prove this, with measurements of actual listening audiences ranging up to *28% above* the normal averages. That you should take advantage of this opportunity seems to me to be beyond question. It seems apparent that never before, in the entire history of merchandising, has the department store industry been afforded such an opportunity."

Explaining that radio offers no "magic formula" for success, he advised the store advertising men to consult with their local broadcasters as to how best to plan a radio campaign that will decrease costs and increase effectiveness.

In planning these campaigns, he suggested they follow a four-point method of procedure: "1. Carefully survey and study your problems. 2. Determine specifically your objectives. 3. Decide definitely upon your own particular long-range and adequate radio campaign. 4. Carry out this integrated, coordinated campaign completely."

Shumaker's Talk

Reviewing the radio experience of Filene's Worcester [which he described in detail in a by-line article in BROADCASTING, Dec. 1, 1941], Mr. Shumaker reported a series of programs, which, in conjunction with his store's usual newspaper advertising, had greatly increased sales and lowered the cost of advertising expenditure per sale.

Transcriptions of a one-minute announcement for women's shoes, a five-minute morning shopper's program and a quarter-hour drama depicting the creation of a shirt under wartime conditions, from the cotton growing in Egypt to the mills in wartorn England and across dangerous seas to American factories (a program which resulted in a record breaking sale of men's shirts), were played following Mr. Shumaker's talk.

AFRA Maestros?

LOS ANGELES Chapter of American Federation of Radio Artists is considering a proposal to require orchestra leaders who read radio scripts to enroll in that organization. Although board of director members met on Jan. 12 to discuss the plan, they declined to comment, declaring a statement of policy would be issued at a later date.

"Frankly," he stated, "we have considered radio as an auxiliary to newspaper advertising. Frankly, up to now we haven't had the nerve to run a major promotion on radio alone—but we are planning one. We are experimenting with radio alone on smaller promotions—in fact a 100-word announcement of a daily radio special in our bargain basement has demonstrated over a period of two months its ability to meet and beat the cost of moving goods by newspaper advertising."

In the question period that followed the talks, Messrs. Pellegrin and Shumaker; E. E. Hill, manager, and G. H. Jaspert, commercial manager of WTAG, Worcester, used by Mr. Shumaker in his radio experiments; and the seven members of the NAB sales managers executive committee: Eugene Carr, WGAR; John Outler, WSB; E. Y. Flanigan, WSPD; Dietrich Dirks, KTRI; George Frey, NBC; Arthur Hull Hayes, CBS; Linus Travers, Yankee Network, served as a panel of experts to answer questions from the floor.

The board was stumped, however, when Walter E. Anderson of the J. N. Adams store in Buffalo asked for a set of criteria for judging radio programs and stations. Stating that with newspapers he could depend on the ABC figures, he said that in radio each station had presented him with surveys showing that it has the best coverage and largest audience, all apparently dependable, with the result that he was more confused than informed. What figures should he believe, he asked.

Stumped the Experts

Is a 50-kw station necessarily better than one with 5 kw., or the network affiliates better than the local independent with 250 watts? How much better? And on the program side, he said that although his store had used an afternoon musical program for almost a year, as well as some 1,600 spot announcements, he still has no definite knowledge as to whether he should continue that schedule or change to some other type of program or, in fact, stay on the air at all. Stating that he was sure that radio offered something for a department store, he said that so far no one had told him what it was or how to use it.

Answering such a many-sided question in a few minutes was impossible, even for such a board of experts, but, as Frank Pellegrin put it, "We came to tell the department store men how to use radio and left with them showing us how to sell them on using it."

USING A STUDIO as the classroom, 15 members of the WHIO staff have been receiving instructions in first aid from the Dayton chapter of the American Red Cross. Jack Hodgkinson, control engineer, made special arrangements to be present each week by listening while Earl Tullis, instructor, spoke through the studio mike. The course requires two hours each week for ten weeks. Thomas Stewart, WHIO salesman, is the patient here. Watching Instructor Earl Tullis are Les Spencer (lower left) and (l to r) Thomas Dunkelberger, musician; Bud Baldwin, publicity director; Earl Christman, musician; Louis Emm, announcer; Ed Lytle, announcer.

Y. & R. Changes

YOUNG & RUBICAM, New York, through C. J. LaRoche, chairman, last week announced an amplification of the agency's public relations facilities. William H. Jenkins, president of the Bureau of Industrial Service, Inc., publicity subsidiary of Y. & R., has been made director of the agency's new public relations and publicity department. Fred Smith, formerly a partner in the public relations firm of Selvage & Smith, New York, will manage the public relations activities and Torrey B. Stearns, of the publicity staff, will manage publicity operation.

Bristol-Myers Renewal

BRISTOL-MYERS Co., New York, has renewed for another 26 weeks its 15-minute newscasts seven days weekly on the Cadena Radio Inter-Americana, Crosley Latin American Network covering Honduras, Salvadore and Guatamala. Programs, titled *El Noticiero Mundial*, originate on WLWO, Crosley international station in Cincinnati. Boclaro Adv. Agency handles the account.

AMERICA'S MOST POWERFUL INDEPENDENT STATION

FIRST in

- ✓ POWER — 50,000 Watts—1050 Kilocycles Clear Channel
- ✓ COVERAGE — America's Largest Market Fifteen Million Radio Homes
- ✓ ADVERTISERS — Greatest Number of Spot Advertisers
- ✓ NEWS — Fulton Lewis Jr., Wythe Williams, George Combs, U. P., A. P., Newsreel Theatre, Fulton Oursler
- ✓ SPORTS — Brooklyn Dodgers' Baseball, Pro Football, Hockey, Clem McCarthy, Red Barber, Dick Fishell, Bert Lee, Sam Taub, Marty Glickman

WHN 50,000 WATTS

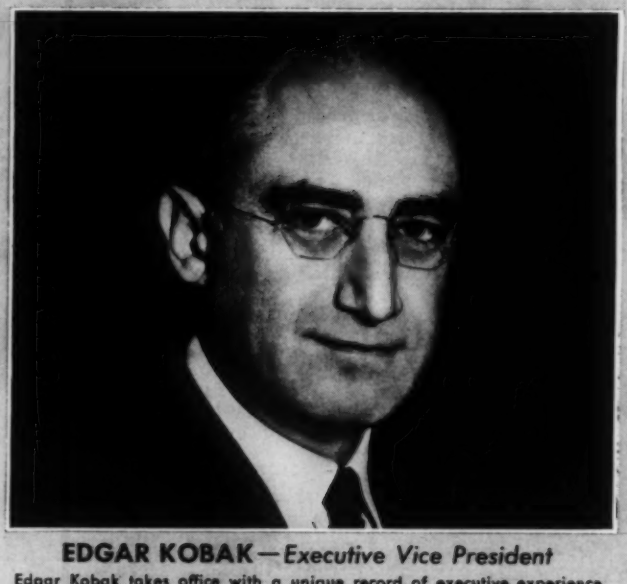
NEW YORK • 1540 BROADWAY • BRyant 9-7800

CHICAGO OFFICE • 360 NORTH MICHIGAN AVE. • RANDOLPH 5254

WHO'S WHO

MARK WOODS—*President*

Mark Woods has an unusually broad background in Radio. A network broadcasting executive even before the formation of the National Broadcasting Company, he played an important part in NBC's financial and operative policies from its inception, as administrative officer, vice president, and treasurer.



EDGAR KOBAK—*Executive Vice President*

Edgar Kobak takes office with a unique record of executive experience behind him, both in radio and in other fields. When not yet thirty he had become vice president of McGraw-Hill, and since then has served as NBC sales vice president, advertising agency executive, and vice president in charge of Blue Network sales.

LUNSFORD P. YANDELL
Vice President and Treasurer

KEITH KIGGINS
Vice President in Charge of Stations

PHILLIPS CARLIN
Vice President in Charge of Programs

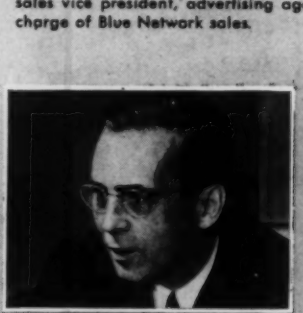
DON E. GILMAN
Vice President in Charge of Western Division

EDWARD R. BORROFF
Vice President in Charge of Central Division

FRED M. THROWER, JR.
General Sales Manager

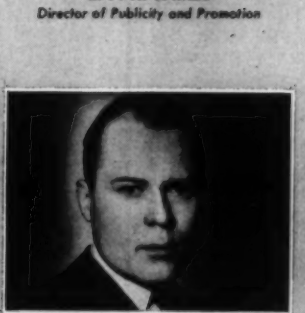
E. P. H. JAMES
Director of Publicity and Promotion

DOROTHY KEMBLE
Continuity Acceptance Editor



TRACY MOORE
Western Sales Manager

MERRITT R. SCHOENFELD
Central Sales Manager



GEORGE M. BENSON
Eastern Sales Manager

B. J. HAUSER
Sales Promotion Manager

ON THE BLUE

Key people who will direct advertising and sales services of the Blue Network Company, Inc.

A COMPANY is *people*. And we are proud of the people who make up the newly formed Blue Network Company—some 500 men and women, young in years but nearly all of them old in radio. We wish we had room to let them all take a bow on these pages, for it is on their teamwork that our new Company's service to you will depend.

But at least, and without false modesty, we'd like to present to you the key people who are most directly concerned with the sales and advertising services of the Blue. We'd like you to know them better, because they are the ones who will be calling on you, and working with you to reach more ears per dollar, to make "sales thru the air with the greatest of ease."

The Blue is now commencing its sixteenth year. The new Company will own and operate stations WJZ in New York, WENR in Chicago and KGO in San Francisco. Blue Network programs will also be heard over more than 100 independently owned stations affiliated with the network—stations whose public-spirited service to their communities has been a major factor in the success of the Blue in the past.

For fifteen years, the Blue Network's advertisers have presented a diversified schedule of popular programs, and the Blue has supported and balanced these commercially-sponsored programs with radio's greatest roster of cultural, news and public-service features. The Metropolitan Opera broadcasts (now sponsored), America's Town Meeting of the Air, the National Farm and Home Hour, the Music Appreciation Hour, the Symphony, National Vespers, Great Plays, the Breakfast Club, Club Matinee, and many of the country's leading dance orchestras are examples. To maintain and improve such high program standards, the Blue Network will be counselled by an Advisory Committee elected by the network's independent affiliated stations.

To advertisers, the Blue will continue to offer a nationwide medium which means *lower distribution costs*. To Radio Row and advertisers alike, the ability and wide experience of the men and women of the Blue Network, and the new enthusiasm with which they approach their jobs, mean that America's second oldest network has taken a great step forward. Today, more than ever, "It's easy to do business with the Blue!"

BLUE NETWORK COMPANY, INC. *A Radio Corporation of America Service*

Network Sales of 107 Million Shown in Estimates for 1941

NATIONAL network business during 1941 totaled approximately $107,000,000—nearly 10% in excess of the preceding year—for a new alltime high, according to both official and unofficial data released last week. CBS and MBS totals are official, but those of NBC are estimated, since it has adhered steadfastly to its policy invoked last year of withholding vital statistics.

Computations of Dr. Frank Stanton, director of research of CBS, revealed an aggregate gross business of $106,885,000 for 1941 on CBS, NBC-Red, the Blue and MBS. All showed increases, ranging from 3% for the Blue to 53.2% for MBS over the preceding year. And all were all-time records for each individual network entity.

Following is a table showing gross sales of network time from 1935 through 1941, with the Red and Blue figures estimated for the year, compiled by Dr. Stanton:

			NBC	
	MBS	*CBS*	*RED*	*BLUE*
1935	$ 1,293,000	$17,638,000	$19,499,000	$11,650,000
1936	1,979,000	23,168,000	22,646,000	11,878,000
1937	2,239,000	28,722,000	27,172,000	11,479,000
1938	2,920,000	27,345,000	31,187,000	10,275,000
1939	3,330,000	34,540,000	34,399,000	10,846,000
1940	4,767,000	41,026,000	38,800,000	11,863,000
1941	7,301,000	44,584,000	42,777,000	12,223,000

The MBS increase in gross time sales in 1941 over 1940 was given as 53.2%; NBC-Red at 10.3%; CBS at 8.7%; Blue at 3%. These calculations were contained in an affidavit of Dr. Stanton filed in the chain-monopoly proceedings.

The CBS breakdown of billings by accounts and agencies revealed that Ruthrauff & Ryan, with $5,040,000 was top agency for the network. Food accounts, aggregating nearly $14,000,000, constituted the leading revenue source.

CBS Gross Billings

General Foods Corp.	$4,530,421
Campbell Soup Co.	4,316,450
Lever Brothers Co.	3,792,812
Colgate-Palmolive-Peet Co.	3,774,514
Procter & Gamble Co.	2,866,532
Liggett & Myers Tobacco Co.	1,657,108
William Wrigley Jr. Co.	1,453,366
R. J. Reynolds Tobacco Co.	1,176,236
Chrysler Corp.	1,147,710
The Texas Co.	1,120,705
Philip Morris & Co., Ltd. Inc.	1,114,125
American Home Products Corp.	1,075,501
American Tobacco Co.	974,333
Sterling Products, Inc.	971,541
Ford Motor Co.	900,518
General Mills, Inc.	876,466
Pet Milk Sales Corp.	768,736
E. R. Squibb & Sons	658,362
Prudential Insurance Co. of America	647,945
Coca-Cola Co.	587,056
Eversharp, Inc.	574,660
Brown & Williamson Tobacco Corp.	545,260
Lady Esther Co.	537,048
Gulf Oil Corp.	505,070
Thomas J. Lipton, Inc.	498,465
American Oil Co.	483,263
Chesebrough Manufacturing Co.	474,457
California Fruit Growers Exchange	452,206
United States Tobacco Co.	441,228
Continental Baking Co., Inc.	430,364
Armour & Co.	404,593
Campana Sales Co.	377,288
International Silver Co.	315,817
Florida Citrus Commission	271,145
Commercial Credit Co.	268,676
Magazine Repeating Razor Co.	264,498
Pacific Coast Borax Co.	258,846
Luxor, Ltd.	248,515
Emerson Drug Co.	235,663
Johnson & Johnson	215,441
Penn Tobacco Co.	215,428
Best Foods, Inc.	204,415
Bowey's, Inc.	185,410
Gillette Safety Razor Co.	152,105
Curtiss Candy Co.	136,872
Los Angeles Soap Co.	121,765
Libbey-Owens-Ford Glass Co.	96,580
Cudahy Packing Co.	91,872
Armstrong Cork Co.	91,801
Mennen Co.	90,528
Travel & Publicity Bureau of Ont. Govt.	88,285
Vick Chemical Co.	75,214
Johns-Manville Corp.	73,945
Planters Nut & Chocolate Co.	72,396
American Chicle Co.	56,056
General Petroleum Corp. of Calif.	47,956
International Cellucotton Products Co.	46,022
Elgin National Watch Co.	44,468
P. Lorillard Co.	44,144
Richard Hudnut	40,920
National Lead Co.	35,757
Macfadden Publications, Inc.	32,873
Peter Paul, Inc.	31,659
Art Metal Works	25,974
Union Oil Co.	25,344
Smith Brothers	21,643
C. F. Mueller Co.	20,699
Soil-Off Manufacturing Co.	20,217
Bathasweet Corp.	20,176
Knox Gelatine Co., Inc.	19,602
Breakfast Club Coffee	16,690
Albers Brothers Milling Co.	16,224
Colonial Dames, Inc.	16,054
Seaside Oil Co.	15,701
Wilmington Transportation Co.	13,737
Atlantic Refining Co.	11,265
Alexander Smith & Sons Carpet Co.	10,569
Bekins Van & Storage Co.	7,881
General Motors Corp.	6,431
Luden's, Inc.	6,137
Nestle's Milk Products, Inc.	5,597
Gallenkamp Stores Co.	4,413
Tayton Co.	4,152
Shell Oil Co.	3,556
Eagle Oil & Refining Co.	2,384
Vultee Aircraft Corp.	521
GRAND TOTAL	$44,584,378

MBS Gross Billings

Bayuk Cigars, Inc.	$786,315.20
General Mills, Inc.	662,273.92
Gospel Broadcasting Association	653,025.50
General Cigar Company	455,406.77
Wander Company	415,252.84
*Pharmaco, Inc.	353,568.62
American Safety Razor Corp.	344,513.25
Coca-Cola Company	301,857.28
Gillette Safety Razor Co.	281,620.25
R. B. Semler, Inc.	274,791.24
Anacin Company	227,365.50
Whitehall Pharmacal Co.	227,165.50
**Richfield Oil Corp. of New York	224,033.44
Lutheran Laymen's League	157,390.39
Wheeling Steel Corporation	127,138.90
Axton-Fisher Tobacco Co.	104,190.44
P. Ballantine & Sons	91,806.25
Zonite Products, Inc.	90,046.00
American Can Company	87,591.60
Barbasol Company	87,327.00
Delaware, Lackawanna & Western Coal Co.	78,564.00
Young People's Church of the Air	71,293.95
Howard Clothes, Inc.	69,685.00
Marrow's, Inc.	64,953.20
Piel Brothers	58,178.94
Macfadden Publications	44,924.00
Parker Pen Company	40,447.00
Iglehart Brothers	40,217.32
American Economic Foundation	35,513.00
Detroit Bible Class	33,184.18
Griffin Manufacturing Company	32,795.00
Studebaker Corporation	32,795.00
Illinois Meat Company	31,900.00
Cudahy Packing Company	29,610.00
Hecker Products Corp.	29,550.00
Land O'Lakes Creameries, Inc.	28,739.72
Chrysler Sales Division	24,832.00
V. LaRosa & Sons, Inc.	24,365.16
Peter Paul, Inc.	22,375.00
American Bird Products, Inc.	17,999.50
Paul F. Beich Co.	16,464.50
Tayton Company	14,786.00
United Air Lines, Inc.	12,644.73
Charles B. Knox Gelatine Co.	11,939.57
Paramount Pictures Corp.	7,069.50
Roma Wine Company	5,864.40
Pabst Sales Company	4,842.29
Hebrew Evangelization Society	4,548.50
Shrine East-West Football Game	3,592.00
Cessna Aircraft, Inc.	3,217.00
National Fellowship for Prayer and Evangelism	2,066.00
Walter Wanger Productions	1,557.88
John B. Canepa Co.	935.00
El Paso Board of Development	856.75
	$6,854,985.38
Locally sponsored	445,970.64
GRAND TOTAL	$7,300,956.02

* Includes billing for White Laboratories.
** Includes billing for Sherwood Brothers,

CBS 1941 BILLINGS BY AGENCIES, SPONSORS

*Handled by More Than One Agency

ANDERSON, DAVIS & PLATTE		$10,569
Alexander Smith & Sons Carpet Co.	$10,569	
LEE ANDERSON ADV. AGENCY		83,131
Chrysler Corp.*	83,131	
AUBREY, MOORE & WALLACE		377,288
Campana Sales Co.	377,288	
N. W. AYER & SON		11,265
Atlantic Refining Co.	11,265	
BADGER, BROWNING & HERSEY		56,056
American Chicle Co.	56,056	
TED BATES Inc.		1,701,332
Colgate-Palmolive-Peet Co		
Dental Cream*	490,623	
Shaving Cream	411,592	
Octagon Products	330,730	
Crystal White*	38,050	
Continental Baking Co.	430,364	
BBDO		729,849
Armstrong Cork Co.	91,801	
Brown & Williamson Tobacco Corp.	545,260	
Lever Brothers Co.—Silver Dust	88,627	
Tayton Co.	4,152	
BENTON & BOWLES		2,554,656
Best Foods	204,415	
General Foods Corp.—		
Post Toasties	698,571	
Post 40% Bran Flakes	219,296	
Maxwell House Coffee	487,550	
Diamond Salt	98,228	
Baker's Chocolate	25,445	
Richard Hudnut	40,920	
Prudential Insurance Co. of America	647,945	
Procter & Gamble Co.—Ivory Snow	132,286	
BIOW Co.		1,688,783
Eversharp Inc.	574,660	
Philip Morris & Co. Ltd. Inc.	1,114,125	
BLACKETT-SAMPLE-HUMMERT		2,507,326
American Home Products Corp.—		
Anacin	594,364	
Bisodol	164,817	
Edna Wallace Hopper	78,299	
Kolynos	238,021	
Cudahy Packing Co.	91,872	
General Mills—		
Bisquick	149,908	
Gold Medal	226,252	
Procter & Gamble Co.—		
Dreft	35,468	
Oxydol	491,212	
Sterling Products—Bayer Aspirin	437,113	
BRISACHER, DAVIS & STAFF		31,659
Peter Paul Inc.	31,659	
BROOKS ADV. AGENCY		7,881
Bekins Van & Storage Co.	7,881	
BUCHANAN & Co.		1,120,705
The Texas Co.	1,120,705	
CECIL & PRESBREY		25,974
Art Metal Works	25,974	
COMPTON ADV.		1,492,363
Procter & Gamble Co.—		
Crisco	480,931	
Duz	151,177	
Ivory Soap	648,625	
Ivory Flakes	211,629	
D'ARCY Co.		587,056
Coca-Cola	587,056	
ERWIN, WASEY & Co.		68,630
Macfadden Publications	32,873	
National Lead Co.	35,757	
WILLIAM ESTY & Co.		1,947,404
Elgin National Watch Co.	44,468	
Lever Brothers Co.—Lifebuoy	726,700	
R. J. Reynolds Tobacco Co.	1,176,236	
FULLER & SMITH & ROSS		55,970
Libbey-Owens-Ford Glass Co.*	55,970	
GARDNER ADV. Co.		759,916
Pet Milk Sales Corp.*	759,916	
GENERAL ADV. AGENCY		2,384
Eagle Oil & Refining Co.	2,384	
GEYER, CORNELL & NEWELL		658,362
E. R. Squibb & Sons	658,362	
GILLHAM ADV. AGENCY		8,820
Pet Milk Sales Corp.*	8,820	
GLASSER ADV. AGENCY		16,054
Colonial Dames	16,054	
HILLMAN-SHANE ADV. AGENCY		20,217
Soil-Off Mfg. Co.	20,217	
H. W. KASTOR & SONS ADV. Co.		287,793
Procter & Gamble Co.—Teel	287,793	
JOSEPH KATZ Co.		483,263
American Oil Co.	483,263	
KENYON & ECKHARDT		19,602
Knox Gelatine Co.	19,602	

(Continued on page 52)

1941 CBS BILLINGS, by Industries

Automotive	$ 2,054,659
Building Materials	170,525
Cigars, Cigarettes, Tobacco	6,193,836
Confectionery, Soft Drinks	2,265,009
Drugs, Toilet Goods	10,713,107
Financial, Insurance	916,621
Foods, Food Beverages	13,862,991
House Furnishings	102,379
Jewelry, Silverware	360,285
Lubricants, Fuel	2,215,244
Paints	35,757
Shoes, Leather Goods	4,413
Laundry Soaps, Housekeepers Supplies	4,971,604
Stationery, Publishers	607,533
Travel, Hotels	109,903
Sporting, Aircraft	521
GRAND TOTAL	$44,584,378

WKY WILL DOMINATE OKLAHOMA IN 1942

• Who can say what lies ahead for us in 1942? What seer can envision the changes in our lives, habits, customs and business routines which the coming year will bring?

The answers to most of our questions concerning the new year can only be guesses. But there is one thing certain: WKY will dominate Oklahoma in 1942.

This certainty is based upon the longtime predominant position which WKY has occupied in this state. For 21 years WKY has maintained leadership in facilities, listenership and advertising results by its deliberate, aggressive, pace-setting program of alert radio service on every front.

Because its position in this market means something to WKY, it means to maintain this position with everything it possesses, with all its resources, skill and determination. And that's why it is as certain as anything can be that WKY will continue to dominate Oklahoma in 1942. •

WKY

OKLAHOMA CITY

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO.
THE DAILY OKLAHOMAN AND TIMES ★ THE FARMER-STOCKMAN
KVOR, COLORADO SPRINGS ★ KLZ, DENVER *(Affiliated Mgmt.)*
REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC

Radio Is Found Superior to Other Media

'Overwhelmingly' Better as a Force to Impel Sales, Kent College Finds

RADIO completely overwhelms magazines and newspapers among paid forms of advertising in influencing consumer purchases, according to results of an extensive survey just completed by Kent State U, Kent, O.

Analyzing the study, titled "A Survey of Brand Consciousness and Brand Usage in Northeastern Ohio" [50 cents], Dr. Harry Dean Wolfe, director of Kent's Bureau of Business Research, drew this conclusion after an exhaustive analysis of results from 2,410 samples (2,007 urban, 403 rural) taken in 20 cities and towns and rural areas in 11 counties in Northeastern Ohio:

Radio Leads All Others

"This writer feels that the evidence points strongly in the direction of the sales-impelling force of radio. The vote favoring radio over other media is so overwhelming that its power cannot be too strongly emphasized. Of course it must be admitted that one study cannot be taken as complete proof. Further research must be undertaken. However, the increasing use of radio by advertisers attests to the significance of these findings.

"Granted women do not know precisely what influences outside the product itself affect their choices. Is it pure coincidence, is it error of sampling, or is there some basis in fact that, for every one of the products under study, *radio led all the rest*"?

The survey was independently conceived and carried out by the Kent research staff under Dr. Wolfe's direction. "A random sample of middle-income housewives was taken," says Dr. Wolfe. "The representativeness of the sample was attained by interviewing urban and rural residents in cities and towns of varying sizes. The respondents were of all age groups above 21 years, and included families from representative occupational groups.

"Urban middle-income families were defined as those owning homes valued at from $3,000 to $7,500, or having a monthly rental of from $30 to $75. Middle-income farm families were selected on the basis of an annual income estimated at about $1,500. The personal interview method was used and student interviewers were carefully instructed and trained. The adequacy of the sample was checked for stability or consistency.

"Some proof that there is a relationship between brand-consciousness and brand usage is now available. To the information on this subject (which is scant) this survey is added. Subject to the limitations of any sampling procedure, it may be stated that:

"1. *Users* of a product are able to identify correctly advertising slogans and radio programs to a greater degree than non-users; 2. Urban users rank slightly higher than rural users in correct identification.

"Furthermore, it is apparent that there is a reverberatory effect of advertising. Further analysis reveals that correct identification by non-users is not much lower than that of users.

"Two additional conclusions from this finding are:

"(1) More effective advertising appeals may possibly alienate certain users of other brands because much spade work has already been done.

Stock Control

"(2) Sizeable sales increases are possible through the inauguration or installation of some simple stock control device.

"Brand usage was determined from the question, 'What brand of the following products do you use regularly?' The door-step method rather than the pantry-count-survey was used. Usually, interviewees can more easily and more accurately delineate the products they regularly use than they can report the brand in the pantry at the time of interview. Furthermore, pantry counts may disclose brands not used regularly but which happen to be on the shelf because of (1) substitutions made by retailers, and (2) goods purchased the use of which has been discontinued for various reasons.

Why They Bought

"After the brand used regularly was stated, respondents were asked one of two questions: Question 1, 'What influenced you to buy this Brand?' or, Question 2, 'Why do you use this Brand?' Question 1 dealt with influences such as radio, magazines, etc. Question 2 was concerned with attributes of the product itself, such as size, speed, taste, etc.

"A check list was provided and respondents were asked to check *all reasons* that might have played a part in their purchases of the particular brand."

The Kent study showed that advertising slogans are recognized by a larger percentage of housewives then are radio shows and radio personalities. Slogans, on the average, were recognized by approximately 50% more women then were the radio shows advertising the same products.

"This finding demonstrates (if any proof was necessary) the advisability of developing and using a slogan which contains an idea—a selling idea," the survey concludes. "For slogans, good slogans at least, touch a responsive chord in the consumer. And since the sales message must be brief on the air, slogans that are simple, concise and apt may more easily crystallize sales arguments into sales than any other device.

"A further conclusion reached is that more attention to slogan-building may further increase the effectiveness of magazine and newspaper advertising where advertisers use these media in combination with radio. Some claim the middle-income group is more susceptible to the combination of radio and printed advertising than either the high or low income groups.

"If this claim can be substantiated, a much greater effect from the combined use of media is attained through a sales-impelling slogan than by adhering to a policy which does not recognize the true sales-building value of such an expedient.

Acceptance of Serials

"Further evidence that some daytime radio serials have good acceptance while others lag behind is shown from a comparison of *Ma Perkins* with *Young Dr. Malone*. While *Ma Perkins* received a total program-product association of 62.6% among urban users, *Young Dr. Malone* received only 11.8% correct recognition from this group. As was shown in a previous study, radio programs which have a large listening audience show high correlation between listenership and brand-consciousness."

Bulova's Year

ANNOUNCING that 1941 was the greatest in Bulova Watch Co. history, John H. Ballard, president, in a recent announcement held that the company's extensive program of year-round advertising was responsible for a major portion of the year's gains, and for the coming year Bulova will emphasize more than ever before its slogan "Year 'Round Advertising Means Year-Round Sales". As a first step company has renewed its time-signal announcements on 212 stations, through Biow Co., agency handling the account [BROADCASTING, Jan. 12].

Feltis' Post to Stuht

NAMING of W. B. (Bud) Stuht as commercial manager of KOMO-KJR, Seattle, replacing Hugh Feltis, who has joined the Chicago staff of the new Blue network, has been announced by the stations' manager, Birt Fisher, effective immediately. A graduate of the U of Washington, Mr. Stuht has been employed successively by Foster & Kleiser Co. Seattle, Pacific Railways advertising representative for Seattle, Tacoma & Spokane and in 1935 joined the sales staff of KOMO-KJR. He is the father of two children, a boy and girl, aged 10 and 8 respectively.

Mr. Stuht

Return of Nathan David To the FCC Is Expected

RETURN of Nathan David, radio liaison officer with the Office of the Coordinator of Information, headed by Col. William J. Donovan, to a legal executive post with the FCC, was reported likely in Washington radio circles last week.

Mr. David joined the FCC in latter 1939 as secretary to FCC Chairman James Lawrence Fly. A year later he was appointed to the law department as a broadcast attorney. Several months ago he joined the Donovan Committee as radio liaison officer.

His reported return to the FCC, it is understood, will be in connection with legal, investigatory and possible defense operations. The FCC is expected to act on the appointment this week.

Stromberg-Carlson Shifts

APPOINTMENT of Stanley H. Manson as chairman of the cabinet committee in addition to his duties as sales promotion manager, was among the promotions announced recently by Dr. Ray H. Hanson, general manager of Stromberg-Carlson Tel. Mfg. Co., Rochester.

MEDIA AS SALES INFLUENCES

Ranking Determined in Kent U Survey[1]

Selected Products	*Coffee*	*Gelatin Dessert*	*Canned Soup*	*Dry Cereal*	*Tooth Paste*	*All-Purpose Shortening*	*Gran. Washing Soap*
Radio[2]	17.0%	33.9%	24.2%	29.7%	23.8%	28.7%	34.9%
Magazines	2.7	6.4	13.2	6.5	12.3	9.5	7.5
Newspapers	2.5	2.8	4.2	3.5	3.8	5.0	4.5

[1] Percentages do not add to 100 per cent because factors other than advertising media affected sales.
[2] Based on 1,256 samples.

FM

W51C JUMPS TO 50,000 WATTS

FM with GL-880's

ZENITH RADIO CORPORATION

ZENITH RADIO

6001 DICKENS AVENUE

CHICAGO, U.S.A.

October 27, 1941

Mr. Earl Abbott
General Electric Company
840 South Canal Street
Chicago, Illinois

Dear Mr. Abbott:

We have been operating W51C Zenith's Frequency-Modulated Radio Station in Chicago and its predecessor W9XZR for almost two years. Early in October we raised the power of this station to fifty thousand watts in accordance with the terms of our Construction Permit.

The original installation was planned more than a year ago on the basis of ultimately using two GL-880's in the final stage. These plans were based on the fact that the 880's appeared to us to be the most efficient transmitting tubes for high power operation on the high frequencies. It seemed very evident to us at the time that these tubes would permit the best circuit design and should, therefore, be most practical in a high-power frequency-modulation transmitter. Even though these tubes had not seen any commercial field service at the time of our original planning, we believed their use was logical and would represent a forward step.

We are glad to say that we have been very happy with their performance, and feel that we have without doubt made the correct choice. We have found them easy to drive, easy to neutralize, and have found no cooling problems. We believe we are going to receive excellent service from them.

Yours very truly,

ZENITH RADIO CORPORATION

G. E. Gustafson
J. E. Brown
ENGINEERING DEPARTMENT

JEB:BG

THE WORLD'S LARGEST RADIO FACTORY ON ONE FLOOR

(Left) G. E. Gustafson, Asst. Vice President in Charge of Engineering; (right) J. E. Brown, Executive Engineer

"the most efficient tubes . . . for high frequencies"

The GL-880's ingenious "folded" anode reduces internal lead lengths by 10 inches without sacrificing cooling surface.

"easy to drive"

Two GL-880's with only 1500 watts driving power will deliver an easy 50 kw of FM at 50 mc.

"easy to neutralize"

Dual grid leads for separation of excitation and neutralization minimize neutralizing problems.

"no cooling problems"

This tube, although developed primarily for FM and television, has unusual efficiency at international and standard broadcast frequencies, and as a modulator. A pair will give a 50-kw plate-modulated carrier at 25 mc!

The GL-880 is just one tube in General Electric's complete line of top performers. Specify "G-E" on your next tube order, and measure the difference yourself. Ask your nearby G-E representative or dealer for your copy of our transmitting-tube bulletin (GEA-3315C), or write General Electric, Schenectady, N. Y.

FOR ALL YOUR FM NEEDS

FM Broadcast Transmitters 250 to 50,000 Watts

S-T Transmitters

Measuring & Testing Equipment

Receivers for Home and S-T Service

FM Police and Emergency Transmitters and Receivers

Tubes

GENERAL ELECTRIC

Fate of Network Rules in Court's Hands

Two-Day Session Finds Federal Tribunal Going Deeply Into Industry Problems; Decision in 3 to 6 Weeks

AFTER HEARING 8½ hours of argument last Monday and Tuesday on the pros and cons of the FCC's far-reaching network-monopoly regulations, with dire consequences predicted either way, the statutory three-judge Federal Court in New York took under advisement the all-embracing question of its jurisdiction in the proceedings.

An opinion, either granting the NBC-CBS pleas for a temporary injunction restraining the FCC from making its orders effective, or dismissing them in their entirety for lack of jurisdiction, is expected within three to six weeks.

Notice already has been served by both sides that they intend to carry the jurisdictional question to the U. S. Supreme Court, however the statutory tribunal may act. The appeal is automatic to the highest tribunal.

May Lose Band Series

Grave injury to operations of NBC and CBS and their ability to perform maximum public service was predicted by counsel for these networks if the rules, now in abeyance pending the court's opinion, are made effective. Conversely, MBS contended it would suffer irreparable injury and even now is threatened with the loss of the *Coca-Cola Spotlight Bands* program, an account which returns to it one-third of its gross revenues, to the Blue Network, because of existing time options.

The FCC argued that it had ample authority to issue the regulations; that the court was without jurisdiction at this time, and that injury would not result to the older networks but that public good would result.

The basic Commission contention projected by General Counsel Telford Taylor and Assistant General Counsel Thomas E. Harris was that the petitions to enjoin the regulations were premature and that not until the FCC had refused to renew licenses of affiliated stations or had resorted to revocation proceedings could the court properly assume jurisdiction.

Efforts by both the FCC and MBS to procure prompt dismissal of the NBC-CBS injunction pleas proved futile. Following the continuous 8½-hour argument, Federal Judge Learned Hand, presiding, and District Judges Henry W. Goddard and John Bright, took the entire case under advisement. Briefs, affidavits, counter-affidavits and other documents filed in the proceedings were checked by the court and the argument adjourned.

The court has before it, in addition to the CBS-NBC pleas for preliminary injunction, the FCC motion for dismissal or for summary judgment, which is tantamount to dismissal, and the supporting petitions of MBS as intervenor.

NBC's two-hour argument was presented by John T. Cahill, chief counsel for the network, in opening the proceedings. He was followed by Charles Evans Hughes Jr., for CBS. Mr. Taylor argued the main Government case for approximately two hours, with Mr. Harris handling the jurisdictional phase. Louis G. Caldwell, chief counsel for MBS, concluded the argument Tuesday, delving deeply into the competitive network picture.

Court to Make Study

The court, in repeated questions, sought to ascertain injury that would result to the respective networks in event the rules became effective. At the outset Judge Hand said the court attached considerable significance to the proceedings and therefore had set aside two days for the argument.

It was presumed the court would make an exhaustive study of the proceedings and probably delve into the massive record, covering the chain-monopoly inquiry before the FCC which began in 1938, the proceedings before the Senate Interstate Commerce Committee on the White resolution to suspend the regulations until Congress could act on the new statute, and the subsequent developments, resulting in postponement of the regulations until such time as the court settles the jurisdictional phase.

Reference was made in the arguments to the anti-trust suits filed by the Department of Justice against RCA-NBC and CBS, alleging monopoly and covering virtually the same issues projected in the FCC regulations themselves. Answers to these charges are due Jan. 20, but additional time will be sought. Because of the preoccupation of the networks with the New York proceedings, it is thought additional time will be obtained without difficulty.

Similarly, cognizance was taken of the MBS triple-damage suit against RCA-NBC seeking $10,275,000 in damages under the anti-trust laws, filed Jan. 10 in Chicago. These proceedings likewise are expected to be deferred.

Stock Ownership

Before the arguments got underway, some question was raised about the qualifications of members of the court to sit by virtue of stock ownership in companies which might be involved in the proceedings. Judge Goddard pointed out that he owned General Electric stock and inquired whether that company was involved in the cases.

After a discussion of the remote relationship of GE in the proceedings, based on its ownership of stations affiliated with or operated by NBC, it was concluded that the court could hear the arguments. Judge Hand observed jocularly that if the court was called to act on impeachment proceedings, "we will expect all of you to come forward."

Mr. Cahill in opening the argument charged that the FCC was usurping the functions of the Department of Justice, the courts and Congress in attempting to decide monopoly. He challenged its power all down the line to issue the regulations, which he said would result in cancellation of existing contractual relations between NBC and some 200 affiliated stations. If the Commission can issue such regulations, he said, it is but a short haul to exercise of direct censorship. This precipitated questions from the bench which threaded throughout the subsequent argument.

NBC voluntarily has segregated the Blue from the Red, Mr. Cahill said, but pointed out that the network still challenged the FCC's authority to order the separation. The difference in operations of NBC as contrasted to the MBS co-operative structure was cited by the attorney.

He called the option time clause the heart of the network affiliation contract and said the FCC's regulations providing for a "non-exclusive option" actually made no provision for options at all. Without time options, he said, it is impossible for the network to acquaint the prospective advertiser with the facilities available.

Must Have Options

NBC's firm business judgment, he said, is that network broadcasting as it is known today cannot continue without firm option time. A dynamic business such as radio, operating on a split-second schedule, would be unable to function without them, he said.

Mr. Cahill relied on Congressional debates to bolster his contention that the FCC was never delegated power to regulate business aspects of broadcasting in the manner provided under the far-reaching regulations. Section 303-I of the Communications Act, upon which the Commission relies to issue the regulations, he said, clearly relates only to technical problems. He cited the Supreme Court opinion in the Sanders case on this point, as well as comments of former Senator Dill, who was floor manager and co-author of the Radio Act of 1927.

Charging that the FCC is attempting to apply the "common carrier concept to broadcasting", he contended the language in the Sanders case that the Commission shall not "interfere with the business practices of the broadcasters", was proof that the FCC had exceeded its authority.

Should the Commission invoke the existing regulations by purported usurpation of powers, he said, there is no reason why tomorrow it should not decide to take into account the Securities Act, Labor Relations Act and other statutes, despite creation by Congress of other agencies to adminis-

(*Continued on page 48*)

CLAIM, WITH JUSTIFICATION, is made by H. K. Carpenter, general manager of WHK-WCLE, Cleveland, to one of the loveliest radio station reception crews in the country. Nicely grouped for study of Carpenter claim are (l to r): Lenore Steppke, Carol Decker, Elma Kendall and Alice Brady. Misses Steppke and Kendall also are professional models.

lots of water thru lots of dams—

FLASH! An Army air base, costing from $12,000,000 to $18,000,000, is to be constructed immediately just outside of Nashville.
= POWER
WHERE POWER COUNTS MOST!

• *The story of TVA is the story of the industrial development of 40,600 square miles of territory in 7 states. Harnessing the violent Tennessee River has resulted in more than 1,000,000 kilowatts of power - - power that has attracted both defense and permanent industries to the Tennessee Valley.*

This is the listening area of WLAC, the station that covers "The Valley" with power where power counts most.

COVERED FULLY AND INTELLIGENTLY BY

WLAC

Nashville, Tennessee

TOP CBS PROGRAMS
SPECIAL EVENTS AND FEATURES

J. T. WARD, OWNER • F. C. SOWELL, MANAGER • PAUL H. RAYMER COMPANY, NATIONAL REPRESENTATIVES

THE STATION OF THE GREAT TENNESSEE VALLEY

Long Delay Foreseen in Trial Of MBS Action Against NBC

Anti-Trust Violation Claimed in Action Filed For Triple Damages, Also Involving RCA

CHARGING violation of the anti-trust laws, MBS on Jan. 10 formally filed the long anticipated suit against RCA-NBC asking triple damages based on $3,425,000 or a total of $10,275,000. The complaint filed in the U. S. District Court of Chicago, closely parallels the Dept. of Justice action against both RCA-NBC and CBS filed ten days previously in the same court.

MBS is joined in the action by six affiliates, WOR, New York; WGN, Chicago; WHBF, Rock Island; KWK, St. Louis; WOL, Washington, and WGRC, Louisville. Of the six affiliates, WOR and WGN are stockholders of Mutual, each holding 25 shares out of a total 99.

Option Complaint

The suit has been assigned to Federal District Judge John P. Barnes, to whom the Government suit against CBS has also been assigned. As in the Government suit, NBC has 20 days to reply to MBS charges, or until Jan. 30. Dilatory pleadings will probably be entered, however, by NBC for more time in which to reply, particularly in view of the pendency of the Government anti-trust suits.

Essentially, the MBS charges against RCA-NBC of "unlawful combination and conspiracy to injure the plaintiff" are based on the time-option provisions of the NBC affiliation contracts. These provisions of the affiliation contracts of the Blue network, according to Mutual, tie up large blocks of time that are not entirely utilized by the network, but prevent MBS from clearing programs on those stations. MBS charges that the time-option clause prevents it from securing outlets for Mutual programs in cities having less than four stations because existing station facilities are contracted by NBC and CBS.

"Many large national advertising agencies," states the Mutual complaint, "have refused to contract with Mutual, . . . and some have transferred their programs from the Mutual network to other national networks, solely by reason of the fact that Mutual was unable . . . to furnish outlets to such advertising agencies in many key cities on a basis of equality with defendant, NBC." On this basis, MBS charges the network and affiliated stations have been injured through loss of additional revenue.

The suit drew immediate comment from Niles Trammell, president of NBC, who stated that, "It should now be revealed that about two years ago the dominant interests in MBS, R. H. Macy & Co., and the *Chicago Tribune*, sought to purchase the Blue network from us, which would have destroyed the Blue as a coast-to-coast network. By such elimination of the Blue these interests sought to diminish rather than increase network competition. There would have been three nationwide networks instead of four as present."

"The issues in this suit," Mr. Trammell continued, "are the same as those in the two earlier suits now in litigation with the Government. The first of these suits, of which MBS is a participant, is being heard at present in New York. This new suit by MBS provides an opportunity to expose the motives behind the campaign to break down the networks of NBC."

MBS Officials Reply

Reply of W. E. Macfarlane, president of MBS, to Mr. Trammell's comment was that "Evidently Mr. Trammell wants to have his case tried in the newspapers." E. M. Antrim, secretary-treasurer, added that "Mr. Trammell's surprising statement sounds like the political speech of a candidate who was sure he was going to be defeated."

In some quarters the view was advanced that MBS considered filing its suit against RCA-NBC as a supporting action to the Dept. of Justice complaint filed against RCA-NBC on Dec. 31, but that on the advice of the Department, MBS filed a separate complaint. The suit itself had been ready for some time.

Three Ring Time

When *Three Ring Time*, half-hour program sponsored by P. Ballantine & Sons, Newark, shifted from MBS to NBC-Blue on Dec. 12, reports were current that the triple damage suit would be filed momentarily. However, it is known that strong elements on the Mutual board have objected strenuously to the suit, but agreed they would not stand in the way if MBS decided to file.

While it had been suggested the Dept. of Justice suit might eventually evolve into a consent decree, the filing of the MBS suit makes this possibility remote. It appears that NBC will not enter into a negotiated settlement but will ask the court for decision in both cases. The Government case against RCA-NBC and CBS will precede the MBS damage suit on the court docket.

The 18-page MBS brief was filed by Kirkland, Fleming, Green, Martin & Ellis, Chicago attorneys, through Louis G. Caldwell and supporting counsel of six affiliated stations. Appended to the brief is a list of 120 cities with less than four stations.

IT'S HARDLY necessary to say that smiles were in evidence recently at the signing of Rogers Jewelry for the fourth consecutive year of news sponsorship on KLZ, Denver. Witnessing important penmanship of Harry Rogers are Forrest Means (standing), KLZ sales representative, and Ted Levy whose agency placed the account.

Census Bureau Ceases Distributing Releases

GENERAL distribution of census publications and other releases has been discontinued by the U. S. Census Bureau to make more funds and material available for war purposes. In the future, reports will be sent, when available, only in response to specific written requests. After pending distribution has been completed, general releases will cease.

The bureau will continue to supply certain libraries with complete files of census publications and a list of such libraries may be obtained from the bureau. Most final published census reports may be purchased from the Superintendent of Documents, Government Printing Office, Washington. Price lists of publications may be obtained from the bureau.

Marlin Adds

MARLIN FIREARMS Co., New Haven, Conn. (razor blades), since the first of the year has added 20 stations to its spot list which are featuring one-minute transcribed spot announcements of ditties, a wise-crack dramatic by Phil Cook and the commercial, woven into a military background with appropriate sound effects. Series of 18 was produced in cooperation with Leonard Harrison company advertising manager. Cravin & Hedrick is the agency. New stations include: WMAQ KGO WGY KQW KTRH KDKA WCCO KOMO KOA WGST KGKO WFBM KFAB KOIL WAGA WCAE WHEC WSAY KFPY KHQ.

KROY CBS Basic

KROY, Sacramento, became a basic station of the CBS Pacific Network Jan. 1, according to Arthur J. Kemp, Pacific Coast sales manager of CBS. The move was part of a general realignment of CBS Coast stations in Northern California which saw KQW, San Francisco, become a CBS affiliate, and an increase in power for KARM, Fresno, going from 250 to 5,000 watts. Current advertisers will get all three stations for the same rate as they are now paying for San Francisco and Fresno alone.

GONZAGA GOES GAGA

War Keeps Upsetting Plans Of GE Announcer

REPORTS from all over the nation indicate the war has caused marriages by the millions but in one particular case the emergency almost performed vice versa. Luis Gonzaga, Portuguese announcer of General Electric's shortwave station in Schenectady, unaware of things to come, had made arrangements to marry his prospective bride in her native Cuba on Dec. 10. A scant three days before the big event the Pearl Harbor incident threw young Gonzaga on a 12-hour daily schedule with all leave cancelled.

Undaunted, he rushed all the necessary affidavits to Cuba where on the appointed day his fiancee's brother took his place by proxy in the ceremony. A fortnight ago Mrs. Gonzaga met her real husband in New York City for a 12-hour honeymoon before Luis rushed back to Schenectady.

As his bride spoke no English, Luis had a phone installed immediately so that she could call him on any problems. Two hours later telephone conversations in foreign languages were forbidden at WGEA.

Melvin Purvis Acquires WOLS, Florence, S. C.

MELVIN G. PURVIS, former FBI agent credited with the capture of John Dillinger, and M. F. Schnibben, theatre chain operator, acquired WOLS, Florence, S. C., when the FCC last Tuesday approved the application of O. Lee Stone, present owner of the station, to sell to The Florence Broadcasting Co.

Mr. Purvis, who retired as a G-man several years ago to become publisher of the *Florence Star*, which he in turn sold to enter radio on the WOLS staff, is president of the new licensee with a 40% interest. Mr. Schnibben, whose brother and partner in the amusement field, G. E. Schnibben, applied last year for a new station in Norfolk, Va., is secretary-treasurer with a 60% interest. Entire purchase price was set at $30,000. WOLS, on the air since November, 1937, operates on 1230 kc. with 250 watts.

Soft Drink Curtails

SUGAR RATIONING for soft-drink bottlers has caused Seven-Up Bottling Co., Philadelphia, to cancel its nightly 12-2 a.m. recorded show on WFIL, Philadelphia, effective Jan. 10. As a result, WFIL now ends its broadcasting day at 1 a.m. with an hour of network dance remotes. A heavy user of radio time in the area, Philip Klein Adv. Agency, handling the account, does not contemplate any further curtailment in present radio schedules and continues its spot announcement campaign on WFIL.

KNOX MANNING, Hollywood commentator, has completed a narrating assignment on the Twentieth Century Fox film, *To the Shores of Tripoli*, and has been signed by United Artists in a similar capacity on the "To Be Or Not To Be" film, with Jack Benny.

"Radio?...It's Terrific Out Here!"

1. "Radio? . . . it's terrific out here on the Pacific Coast, Joe! It's more popular than ever."

"I guess at a time like this, radio IS the people's best medium of entertainment . . . eh?"

"You bet, it's also their best news medium. Radio gives it to them constantly and instantly. On the Pacific Coast they're eating the news up. Lots of the war news out here even has LOCAL significance."

3. "For instance, for three successive days when the Japs were shelling ships off the California Coast, DON LEE was right on hand to bring listeners the first exclusive interviews with the ships' captains immediately after they were brought ashore. Furthermore, DON LEE has the most comprehensive news coverage of any Pacific Coast network."

2. "I guess that means DON LEE. Aren't they the ONLY network that ALL the listeners on the Coast can hear?"

"That's right, Joe, the mountains out here make long distance reception impossible. DON LEE has a local outlet in each of the 32 important Coast markets. This setup enables DON LEE to be right on the spot when and where things happen."

4. "DON LEE has the world-wide services of both A.P. and I.N.S. in addition to the regular local newsgathering agencies."

"This DON LEE sure sounds like the best bet on the Pacific Coast."

"It IS the best bet as plenty of advertisers will agree, for DON LEE carries twice as much Pacific Coast business as the other three networks combined."

Mutual
DON LEE

THOMAS S. LEE, *Pres.* • LEWIS ALLEN WEISS, *Vice-Pres. & Gen. Mgr.*
5515 Melrose Ave., Hollywood, Calif.

KSFO Is Denied Plea Against Grant to KPQ

THE FCC at a meeting Tuesday denied the petition of KSFO, San Francisco, protesting the Aug. 22 grant without hearing of a construction permit to KPQ, Wenatchee, to operate on 560 kc. in lieu of 1490 kc. and increase power from 250 to 500 watts night, 1,000 day. On its own motion the FCC modified the KPQ authorization to permit use of 560 kc. with 5,000 watts fulltime, employing a directional antenna day and night to protect KVI, Tacoma, KSFO, and KLZ, Denver, within certain limitations.

The grant was made contingent upon filing with the Commission by KPQ within 60 days of a modification of construction permit. The action was without prejudice to KPQ filing a request for special service authorization to operate on 560 kc. with 1,000 watts day, 500 night, pending construction of the 5,000-watt transmitter and antenna.

Radio Figures Present At Poor Richard Club

RADIO personages were in prominence at the annual Poor Richard Club banquet Jan. 16 at the Bellevue-Stratford Hotel, Philadelphia. Headed by Neville Miller, NAB president, the radio contingent at the speaker's table included Niles Trammell, president of NBC, Ed Kobak, vice-president of Blue Network Co.; William S. Paley, president of CBS; T. C. Streibert, vice-president of MBS, and Robert E. Dunville, sales manager of WLW, Cincinnati.

NBC-Blue broadcast presentation of the annual Achievement Award, which went to Walter M. Dear, president of the American Newspaper Publishers Assn. Roger W. Clipp, vice-president and general manager of WFIL, Philadelphia, was chairman of the entertainment committee.

Canadian Session

NEVILLE MILLER, president of NAB, will be luncheon guest speaker Feb. 9, at the annual meeting of the Canadian Assn. of Broadcasters at the Windsor Hotel, Montreal, it was announced by the CAB office at Toronto. Lynne C. Smeby, NAB director of engineering, with address the breakfast meeting on Feb. 10, on technical and wartime engineering problems. Donald Gordon, chairman of the Canadian Wartime Prices and Trade Board, and price and wage ceiling czar, or one of his associates will be guest speaker at the Feb. 10 luncheon. Guest speaker at the banquet Feb. 10 will be William L. Shirer, CBS commentator.

Renews for 16th Year

SACHS QUALITY FURNITURE, New York, on Jan. 18 will renew for the 16th consecutive year its *Gus Van Review* program on WMCA, New York, which has carried the show since Aug. 21, 1924, in its original format but with numerous personnel changes. One of the oldest programs in radio, the series featured the original "Three Little Sachs", who now are made up of Gus Van, Ruth Person and WMCA Announcer Don Douglas, supported by Joe Rines Orchestra.

THESE DISTINGUISHED members of the Advisory Board will select the 1942 winners of the George Foster Peabody Radio Awards for Outstanding Meritorious Public Service. They are—Top row (l to r), Jonathan Daniels, editor, *Raleigh* (N. C.) *News & Observer*; Bruce Barton, president, BBDO, New York; Norman H. Davis, chairman, American Red Cross; Edward Weeks, editor, *Atlantic Monthly*. Second from top, Alfred A. Knopf, publisher, New York; the medal itself; Virginius Dabney, editor, *Richmond* (Va.) *Times-Dispatch*. Third row, Mark F. Ethridge, vice-president, *Louisville* (Ky.) *Courier-Journal* and *Times*; Grace Moore, opera singer; Mrs. Marjorie Peabody Waite, president of 'Yaddo' and daughter of George Foster Peabody; Waldemar Kaempffert, science editor, *New York Times*. Bottom row, John E. Drewry, dean, Henry W. Grady School of Journalism, U of Georgia, responsible in conjunction with the NAB for the awards; John H. Benson, president AAAA; John W. Studebaker, U. S. Commissioner of Education; Dr. S. V. Sanford, chancellor, University System of Georgia, ex-officio.

Plans for Use of Television to Teach New York Air Raid Wardens Described

TELEVISION was described as a factor in training 300,000 New York City air raid wardens by Norman E. Kersta, manager of the television department of NBC, in a talk before the winter convention of the Institute of Radio Engineers at the Hotel Commodore, New York. Plans under way, Mr. Kersta said, would shortly result in the installation of one or more television receivers in police department classrooms in each of the city's air raid zones.

"Preliminary work in acquiring these television receivers for New York City," Mr. Kersta added, "has met with such cooperation from manufacturers of radio equipment that it seems certain that this plan for organizing the training of various defense groups such as the air raid wardens and Red Cross workers, will shortly be realized."

Telecasts by NBC and CBS instructing civilians in approved methods of dealing with incendiary bombs have aroused wide comment in many quarters. Office of Civilian Defense officials in Washington expressed great interest in the experiments, stating that the unique method of instruction should play a substantial part in OCD efforts to get widespread dissemination of civilian defense information.

Officials of the British Press Service also expressed interest in utilization of television in the war effort but stated that British television has been discontinued due to the enemy's use of the frequency waves in the location of key points in London and other large British cities. British efforts in television had made great advances prior to the war, they said.

Enthusiastic response to the NBC and CBS experiments resulted in the setting up of a regular schedule of programs of this type. American Television Society, independent organization, which is attempting to function as a clearing house for the coordination of Government agencies, telecasters and public in the war effort, announced it is proceeding with its plans for establishing "defense units of television".

Public reaction to the NBC showing of "Fighting the Fire Bomb" [BROADCASTING, Dec. 12] relayed to WPTZ, Philadelphia and the initial CBS series on first aid, has been highly favorable, it was stated.

Officials of General Electric Co., Schenectady, which picked up the NBC telecast at its Helderburg Mountain transmitter, also were high in their praise of the experiment. Civilian defense officials from the area gathered to watch the demonstration. GE officials said that television receivers placed at key points could give simultaneous air raid instruction to every warden in New York State.

To assist in the presentation of more telecasts of this nature, ATS enrolled more than a score of actors into a "defense talent pool" whose services are available for any defense telecasts. In addition, the society has also prepared several package video shows which it is offering to Government defense agencies. Norman D. Waters, New York agency head who is president of ATS, conferred recently with Will Hays, movie industry czar, to whom he presented an urgent request that the motion picture producers make available for such television programs any of their short films containing suitable educational or patriotic material. NBC, CBS, Allen B. Dumont Labs., and other telecasters have offered their facilities for such programs, Mr. Waters said.

Shifts at KHJ

SHIFT in KHJ, Hollywood personnel, has been necessitated by the emergency 24-hour broadcasting schedule, now in effect, according to Van C. Newkirk, program director of Don Lee Broadcasting System, operating that station. Stuart (Stu) Wilson, m.c. of the six-weekly half-hour participating program, *Rise & Shine*, has been appointed night supervisor. His former duties have been taken over by Hal Moan, announcer. Tony LaFrano, announcer, has been made day supervisor. Dick Ross, formerly program director of KMO, Tacoma, has joined the station as announcer and weekend supervisor. Norman Rogers has been transferred from the news room writing staff to announcing.

Planters' Newscasts

PLANTERS NUT & CHOCOLATE Co., Wilkes Barre, Pa. (peanut and chocolate products), has purchased five-minute early morning newscasts five times weekly on WCCO, Minneapolis; six times weekly on WBBM, Chicago; KMBC, Kansas City; WSPD, Toledo, and WTAR, Norfolk. Agency is Goodkind, Joice & Morgan, Chicago.

"Service to the nation in peace and war"

Following the last World War a bronze and marble group was placed in the lobby of the American Telephone and Telegraph Company building in New York. On it are inscribed these words, "Service to the nation in peace and war."

They are more than words. They are the very spirit of the entire Bell System organization. In these stirring days, we pledge ourselves again to the service of the nation . . . so that "Government of the people, by the people, for the people, shall not perish from the earth."

BELL TELEPHONE SYSTEM

Reiniger Leaves Post At REL to Join Army

GUSTAVUS REINIGER, sales engineer of Radio Engineering Labs., FM equipment manufacturer, has been called to active duty as a Lieutenant Colonel, Field Artillery. He is assigned to Fort Bragg.

Col. Reiniger

An Annapolis graduate, Col. Reiniger was formerly on the sales staff of NBC, and had handled such programs as Rudy Vallee and Chase & Sanborn. He served as a Major in the Army during the World War, and later was assigned, with rank of Lieutenant Colonel, to the general staff under Gen. Pershing. Before going into radio with NBC he was in the Consular Service of the State Dept.

NBC School Discs

AFTER four years' experimental study on the value of educational recordings as a teaching aid, NBC's public service division has now established a transcription service for American schools and colleges to supplement the effectiveness of NBC's regular public service programs presented during out-of-school hours, and to provide recordings in classrooms at times best suited to each school's individual needs.

BONDS BOUGHT FROM PAYROLLS

Many Staffs Cooperate With Treasury by Allotting Part of Each Pay Envelope

PERSONNEL of 113 stations have volunteered 100% cooperation in the Payroll Allotment Plan for the purchase of Defense Bonds and Stamps the Treasury Department announced last week.

Individual plans for payroll deductions have been worked out by stations participating in the drive for bonds and stamps but the essentials of the payroll allotment plan have been retained. In addition to employe purchases many stations have carried programs to promote purchase of bonds among listeners. Typical of stations' efforts was the drive conducted by WXYZ, Detroit, whose Dec. 30 show resulted in pledging by Detroit listeners of $155,835 for Bonds. Taking advantage of the audience built up through the *Treasury Hour* show, the King-Trendle station assembled a cast of over 100 for a one-hour musical and variety program titled *Buy a Bond — Tonight! — Right Now!* Plugging for bonds was conducted by telephone during the run of the show.

Sale of $75,000 in Bonds and Stamps was reported after the recent *Buy a Bond* show conducted over WCBW, CBS television outlet, New York. Audience appeals were made by Robert Sparks of the Treasury, who explained the features of the bonds and stamps.

Presentation of bonuses in the form of bonds and stamps has been widespread among station owners. At KHQ and KGA, Spokane, Louis Wasmer, owner presented employes with a total of $22,000 in bonds in lieu of the usual Christmas checks.

Dried Fruit Series

CALIFORNIA PRUNE & Apricot Growers Assn., San Jose Cal. (dried fruit), through Long Adv. Service, that city, for the fifth consecutive season in a Southern California campaign has started for 13 weeks sponsoring daily participation in the combined *Sunrise Salute* and *Housewives Protective League* programs on KNX, Hollywood. Other current participating sponsors include Par Soap Co., Oakland, Cal. (granulated soap), through Tomaschke-Elliott, Oakland; Pillsbury Flour Mills Co., Minneapolis, through McCann-Erickson, Los Angeles; Lindsay Ripe Olive Co., Lindsay, Cal. (bottled olives), through Lord & Thomas, San Francisco; Hecker Products Corp., New York (H-O Oats), through Maxon Inc., New York; Prudence Foods Inc., Boston (Prudence hash), through Chambers & Wiswell, Boston; Bu-Tay Products, Huntington Park, Cal. (water softener and bluing combination), through Glasser-Gailey & Co., Los Angeles.

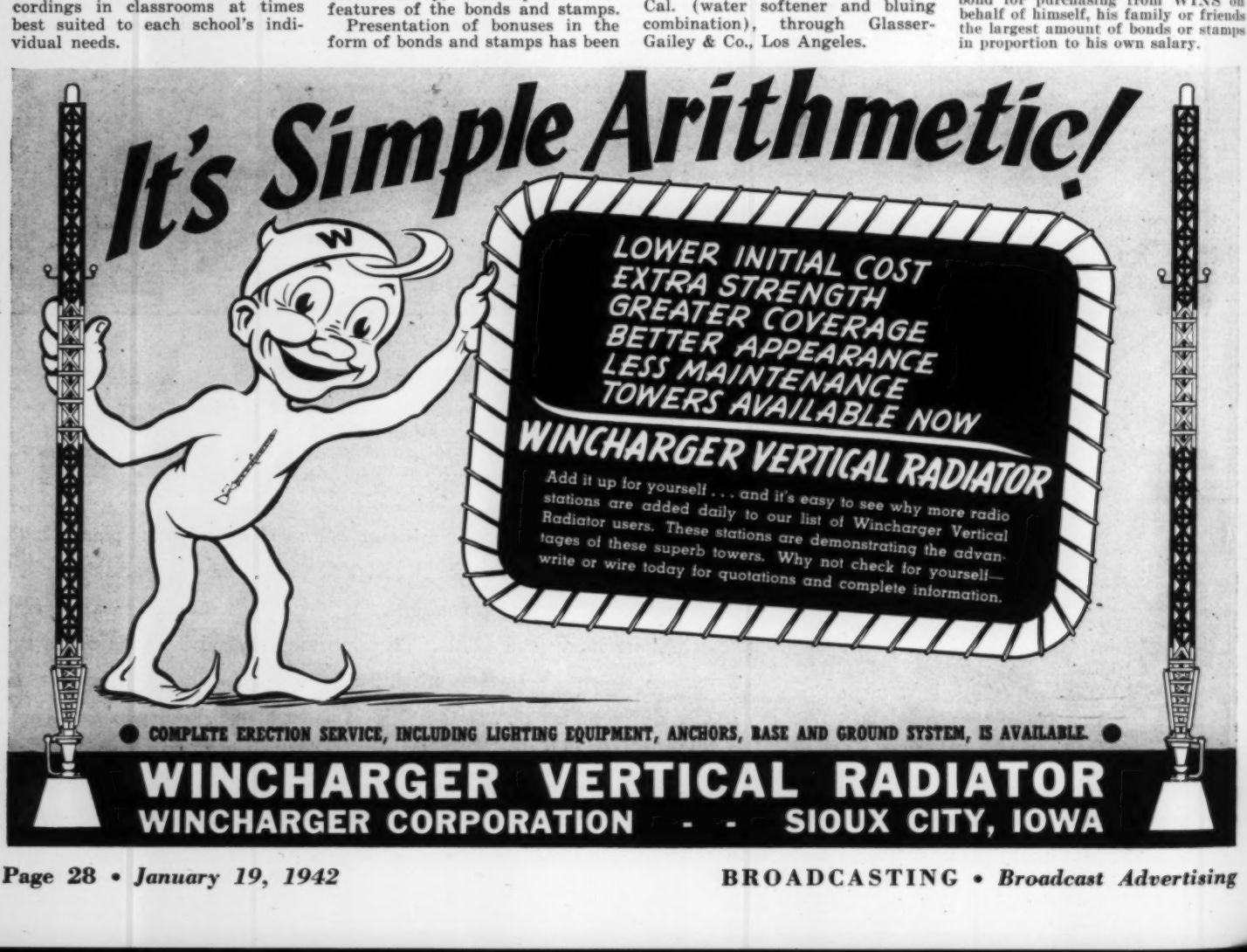
IBEW For WCKY

NEGOTIATIONS have been opened with WCKY, Cincinnati, owned and operated by L. B. Wilson Inc., according to Howard Hayes, president of Local 1224, IBEW. The Wilson station will be the last of the Cincinnati stations to come under the jurisdiction of the technicians union, contracts having been previously concluded with WLW, WSAI, WLWO, WKRC and WCPO. Russ Rennacker, national business manager of the IBEW, flew from Washington for the preliminary conference. Further meetings have been scheduled for the near future, it is understood.

Hams Put Off Air

COMPLETE and immediate cessation of all amateur radio operations was ordered suddenly last Friday by the FCC at the request of the Defense Communications Board. A Commission order of Dec. 8 suspended amateur activities save for those authorized by DCB upon recommendation of Federal, state, or local officials in connection with defense. While many such requests have been approved, it was stated that "subsequent events and military requirements" resulted in the blanket suspension, with all special authorizations granted since Dec. 8 now concelled.

WINS, New York, starting the sale of defense savings bonds and stamps, Jan. 15 will start a monthly contest among its 51 employes, the winner each month to receive a $25 defense bond for purchasing from WINS on behalf of himself, his family or friends the largest amount of bonds or stamps in proportion to his own salary.


It's Simple Arithmetic!
LOWER INITIAL COST
EXTRA STRENGTH
GREATER COVERAGE
BETTER APPEARANCE
LESS MAINTENANCE
TOWERS AVAILABLE NOW
WINCHARGER VERTICAL RADIATOR
Add it up for yourself . . . and it's easy to see why more radio stations are added daily to our list of Wincharger Vertical Radiator users. These stations are demonstrating the advantages of these superb towers. Why not check for yourself— write or wire today for quotations and complete information.
COMPLETE ERECTION SERVICE, INCLUDING LIGHTING EQUIPMENT, ANCHORS, BASE AND GROUND SYSTEM, IS AVAILABLE.
WINCHARGER VERTICAL RADIATOR
WINCHARGER CORPORATION - - SIOUX CITY, IOWA

HERB RINGOLD

LITTLE WONDER that Herb Ringold, radio timebuyer for Philip Klein Adv. Agency, Philadelphia, has earned the sobriquet, "Radio's Boy Wonder". Still at the tender age of 25, Herb already has five years of agency experience under his belt. He landed his first agency job while still a student at Temple U, Philadelphia, writing copy after school hours.

One of his first programs for radio, *Songo*, an audience participation show for Nevins Drug Stores, Philadelphia, heard on WIP, Philadelphia, is said to be holder of a local record for the greatest listener response of any Philadelphia radio show. To play the game, the listener had to go to a Nevins store for a card. An average of 100,000 cards were distributed each week. Multiplying each card by a couple of listeners, the wide popularity of the show was most apparent.

For three years, he has been in complete charge of the radio department of the Philip Klein agency. He writes his own radio copy, produces his own program and buys his own time. And in all that time the agency has not lost a single account that has used radio.

Apart from his agency chores, he is teaching a course in *Writing for Radio* at the Junto School, new adult school started in Philadelphia. Oddly enough, one of the pupils in his class in his high school English teacher.

His hobby is listening to the radio. He claims to play the world's worst game of golf and the best game of gin rummy, and is ever ready to challenge anybody on either of those two claims.

At present, Herb is unmarried. But not for long, he hints.

GARDEN CITY PUBLISHING Co., New York, has stipulated with the Federal Trade Commission to stop certain representations for various books published by the company, according to a Jan. 11 FTC announcement.

KTAR offers MORE of the BEST

According to the latest C. E. HOOPER Radio Report

KTAR—NBC—Edgar Bergen	30.1
KTAR—NBC—Fibber McGee	29.0
KTAR—NBC—Walter Winchell	28.6
KTAR—NBC—Aldrich Family	28.2
NBC—Bob Hope	27.7
KTAR—NBC—Jack Benny	27.6
CBS—Lux Theatre	26.4
KTAR—NBC—Maxwell House	23.3
KTAR—NBC—Eddie Cantor	19.3
KTAR—NBC—Mr. District Attorney	18.3
CBS—Orson Welles	18.0
CBS—Major Bowes	17.4
KTAR—NBC—Kraft Music Hall	17.3
CBS—Kate Smith	16.8
NBC—One Man's Family	16.8

NEWSWEEK — December 1, 1941

LISTENERS in THIRTY-TWO representative cities were polled to prove the comparative ratings of the nation's program preferences. The first FOUR of the FIFTEEN leaders are regular KTAR releases . . . EIGHT of the first TEN are regular KTAR favorites . . . NINE of the entire FIFTEEN are regularly heard from KTAR. Follow the leaders! Buy KTAR . . .

For MORE of the BEST in RADIO!

KTAR

PHOENIX, ARIZONA

Key Station of the

Arizona BROADCASTING CO. Inc.

Represented Nationally by

PAUL H. RAYMER COMPANY

New York Chicago Cleveland Detroit San Francisco Los Angeles

The ABC of RADIO
★★KTAR-Phoenix
★★KVOA-Tucson
★★KYUM - Yuma
★★KGLU-Safford
★KCRJ - Jerome
★KWJB - Globe
★KYCA-Prescott
★★ NBC RED and BLUE Network Stations
★ Other ABC Stations

AFFILIATED WITH THE PHOENIX REPUBLIC AND GAZETTE

"NAMES" LIKE THESE!

ALLEN ROTH

RICHARD LEIBERT

SAMMY KAYE

HORACE HEIDT

CARSON ROBISON

HARRY HORLICK

LAWRENCE WELK

JOHN SEAGLE

—build audiences that have a dollar-and-cents value to sponsors and to *you!*

SEVEN KEYS

IN SEVEN YEARS of service to radio stations and their clients—from Portland, Maine, to Portland, Oregon, and from Alaska to the Gulf—*NBC Thesaurus* has proved over and over again that it is the *complete* musical program service... Thesaurus provides seven keys to successful programming and sales to sponsors:

THESAURUS "NAMES"

Names such as Allen Roth, Sammy Kaye, Horace Heidt, Carson Robison, Harry Horlick, The Jesters, Golden Gate Quartet, Rosario Bourdon, Richard Leibert, Thomas L. Thomas, John Seagle and the host of others in *NBC Thesaurus* give you the top-ranking stars sponsors go for!

THESAURUS SCOPE

From swing and sweet, military band, symphonic, cowboy and hill-billy, sacred, concert and novelty selections—from all of these are built balanced, unified musical programs of every variety—with smooth, professional continuity worthy of any sponsor's identification.

THESAURUS RANGE

More than 2500 selections in the basic library . . . with new releases adding 75 to 80 selections monthly...help the most modest budget blossom into a full and highly-rated station schedule.

THESAURUS ECONOMY

Best of all, these topnotch programs may be made available to sponsors at a cost so low that your prospect will not shy at the dotted line!

TO UNLOCK A SPONSOR'S HEART...

(and pocketbook!)

THESAURUS PRODUCTION

Each of the 70 program periods (approximately 25 hours) each week, making up 25 outstanding shows for which weekly continuity is provided, is produced with every facility that modern radio technique affords . . . by skilled directors who *know* broadcasting and the needs of the individual station!

THESAURUS SALES-HELPS

To help your salesmen sell these features, Thesaurus provides a colorful, dramatic presentation in portfolio form for each of them—a sales manual and a complete publicity kit of photos, mats and news stories!

THESAURUS RECORDING

NBC Orthacoustic—is tops...puts your shows on the air with all the flavor and character of *live* sound. Evidence: . . . *Thesaurus* artists are among the top mail-pullers on many stations where they are heard.

Write today for the complete Thesaurus story—including information on rates, availability, presentation and audition samples.

NBC THESAURUS

"A Treasure House of Recorded Programs"

RADIO-RECORDING DIVISION—NATIONAL BROADCASTING COMPANY

A Radio Corporation of America Service

RCA Bldg., Radio City, N. Y. • Merchandise Mart, Chicago • Trans-Lux Bldg., Washington, D. C. • Sunset & Vine, Hollywood

RESULTS LIKE THESE!

Midnight Sun Broadcasting Company
FAIRBANKS, ALASKA
On the receiving end of our Thesaurus broadcasts, KFAR listeners, by the tremendous mail response, are more than satisfied. Sponsors are delighted and have renewed over much longer periods than their original contracts called for.
K-S-O-O
K-E-L-O
Sioux Falls, S.D.
. . . our willingness to continue with your swell organization must speak for itself as to the quality of service we are receiving from you.
KENO
NEVADA BROADCASTING COMPANY
LAS VEGAS, NEVADA
. . . we have been highly pleased . . . We believe that it would be impossible for a station of our type to obtain a better or more complete service and are constantly receiving compliments on the entertainment value of the library.
CKOC
BROADCASTING STATION
HAMILTON ONTARIO
I suppose I am just repeating what other stations have told you, but I felt it was just about time that we "reminded" you that we at CKOC think a lot of THESAURUS. May it continue to lead the field!
AKRON'S ONLY N-B-C STATION
WAKR
AKRON, OHIO
. . . We have used THESAURUS as our primary Library Service and it has filled the bill admirably . . . The quality of reproduction afforded by the Orthacoustic recordings is almost life-like, and we have received many comments as to the high quality of our transcribed programs.
WOPI
"WORLD'S GREATEST BROADCASTING SYSTEM"
BRISTOL, TENN.-VA.
. . . we have: LISTEN TO LEIBERT sponsored by a local dairy products company; SAMMY KAYE sponsored by a local grocery; and CONCERT HALL OF THE AIR sponsored by the local telephone company. All three were sold in a very short time after we became subscribers . . . with practically no effort on our part. THESAURUS sells itself because of the fine quality recording, outstanding talent and wide variety of program.
Sincerely yours,

—pay for Thesaurus on your station many times over...

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Freezing Out

THE INEVITABLE is about to happen to radio. Broadcast station assignments are going to be frozen, in effect, as a sequel to the impending ban on radio receiver production so the entire capacity of the radio manufacturing industry can be diverted to war production.

Cessation of assignments for new or improved facilities except where there is a definite need having a war aspect, should not result in deterioration of broadcast service. Nor will the receiving set production curtailment, and eventual ban, mean that listening will diminish or circulation suffer.

Because broadcasting is a fundamentally essential instrumentality in the wartime economy, it is reasonable to suppose there will be sufficient latitude in whatever regulations are issued to provide replacements, tubes and parts for transmitting as well as the receiving operations. Where additional facilities may be needed in specified areas for war purposes, these also will be provided.

There are today nearly 900 stations licensed or under construction. There are 57,000,000 receiving sets in use. Save for certain remote areas, the nation is saturated with reliable broadcast service. Not all of the outstanding construction permits will be transformed into operating units. And under the policy to be enunciated by the Defense Communications Board in collaboration with the Office of Production Management, it is likely that all new construction, in areas adequately served, will be barred.

Of necessity, the radio manufacturing ban will hurt that billion-dollar industry, just as the automotive and tire embargoes have all but disrupted thousands of dealers in those lines. That is the grim but essential result of all-out war.

New competition goes out the window in the broadcasting field, with the advent of the freezing order. But stations and networks do not yet realize the staggering load they must carry as the war-time operation intensifies. And, as things stand now, the FCC's myriad social reforms, the Department of Justice anti-trust suits, go forward apace.

For radio to render peak service during the nation's greatest crisis, it must be released from the shackles and restraints of crusading peacetime campaigns. Now, more than ever, the futility, wastefulness and utter triviality of all these reforms are evident.

The freezing process should go beyond licensing and priorities. It should envelop the whole regulatory field. It should preserve for radio its essential employes so that stations, particularly the smaller remote units, will not be stripped of minimum operating personnel. Government lawyers, engineers and accountants shouldn't be devoting their energies to far-away chain-monopoly or other visionary and experimental changes when all communications are so vital in the over-all war effort.

It's going to be a long, hard war. Why risk slowing down any phase of it, no matter how remote from the firing line, with artificial or non-essential diversions?

Forced Listening

JUST ABOUT the most difficult thing to do these days is to convince a Government official that he shouldn't have his speech carried on all four networks, hooked up universally. This programming development, which had its onset with the national emergency, has reached the proportions of abuse, inflicting punishment not only upon stations, but upon listeners as well. It's bad radio and bad public relations.

There can be no question that the President of the United States, when he speaks, should reach the ears of all available listeners. Similarly, reports incident to a national emergency should have universal coverage. That's good radio, because the public automatically is attracted, and stations that do not carry such events are virtually listener-less anway.

Action of the Red Network Planning and Advisory Committee a few days ago in adopting a resolution disapproving the linking of all networks for other than Presidential or emergency broadcasts, is timely and important. Networks, and their affiliated stations, must maintain independent operation and independent programming if they are to provide maximum service. To schedule every address of an official over all networks would drive a big portion of the audience from their radios, stifle competitive programming, and in some measure provoke ill-will against the very speakers seeking to promote understanding and good-will.

Regimentation of this character should be avoided by the Government, which is interested in maintaining public morale at highest level in the war effort. An overdose of talk, however meritorious the cause, will repel, rather than encourage listening. The war effort, via the air, must be consistent with good radio if maximum results are to be gained. Coercive listening, which results from indiscriminate tandem network broadcasts, is certain to boomerang.

The RADIO BOOK SHELF

HOW radio "in the few years since the Nazis' rise to power, has become the most important single instrument of political warfare that the world has ever known" is told in *Radio Goes to War*, by Charles J. Rolo, an original staff member of the Princeton U Listening Center [G. P. Putnam's Sons, New York, $2.75]. Drawing upon his experience in monitoring and analyzing foreign broadcasts, Mr. Rolo traces the functions of radio on World War II's "fourth front", going into such matters as Germany's notorious Lord Haw-Haw, Axis broadcasts to Latin America, America's "Foreign Legion" of multi-lingual radio announcers and programmers and the "Hundred Million Allies" of democracy—Europe's army of bootleg listeners "who brave the death penalty to tune in to British and American stations."

PRACTICAL discussion of television fundamental principles, written from the engineering viewpoint is presented in *Television, Electronics of Image Transmission*, recently published by John Wiley & Sons, New York, written by V. K. Zworykin and G. A. Morton of the RCA Mfg. Co. The 646 page—494 illustrations—book gives an analysis of fundamentals of television transmittal and resolution with a discussion of physical principles involved in electronic engineering. Other sections consider the problems of video amplification, radio transmission, reception, etc.

'Overwhelming'

RADIO as a sales-impelling force stands in a class by itself.

Every station and network executive, every salesman knows that!

But it's encouraging now and then to hear new and unbiased affirmation of the power of the broadcast medium. Such affirmation comes from the Bureau of Business Research at Kent University, Kent, O. The Bureau has just completed a thorough and carefully planned survey of middle class housewives, with Dr. Harry Dean Wolfe, bureau director, in charge (see story on page 20).

As in all such independent surveys, conducted impartially with absolutely no business or media tieups of any sort, the conclusions are carefully drawn and factually recited in the prosaic language of the economist and statistician.

So it comes as a startling and pleasant surprise to the broadcaster when Dr. Wolfe describes as "overwhelming" the superiority shown by radio over magazines and newspapers as a sales-impelling force. Let Dr. Wolfe's own words sink in:

> *This writer feels that the evidence points strongly in the direction of the sales-impelling force of radio. The vote favoring radio over other media is so overwhelming that its power cannot be too strongly emphasized.*

Every person interested in the sale of products to the consuming public should make a careful study of the Kent survey. It is a notable contribution to the available knowledge on the subject of salesmanship and advertising.

We Pay Our Respects To —

ROLAND MARTINI

"WHICH way does the Wang Poo River flow, anyway?" asked a handsome young pulp magazine writer of Chinese adventure, holding a letter from a perplexed reader. No one knew, so in the next installment, the Chinese bandits were plying their plundering trade on another river and the Wang Poo was left to flow its way in peace. That young author was Roland Martini, now vice-president in charge of radio of Gardner Adv. Agency, New York, whose pulp magazine career, strangely enough, led him into radio.

Just 11 years ago, in 1931, E. F. Hummert, vice-president of Blackett-Sample-Hummert, was looking for someone to write a three-a-week kid detective strip. He called in several known writers in the field, among them, Roland Martini, who, with Chinese bandits long forgotten, was gaining a reputation as a writer of detective thrillers. Roland got to the job, and within two weeks was writing 13 to 15 scripts weekly— on a freelance basis—for three network shows: A radio adaptation of Booth Tarkington's *Penrod & Sam* for Phillips Milk of Magnesia; *Secret Three* for Three-Minute Oat Flakes and *Inspector Stevens & Son* for Chocolate Flavored Cascarets.

Gardner Adv. Agency at this time had several clients whose radio advertising was handled by other agencies, since Gardner had no radio department. In 1932 a merger was effected between Gardner and B-S-H, and, when the agencies separated less than a year later, H. S. Gardner, now chairman of the board of Gardner Adv., asked Roland to join him and form a radio department.

There was an immediate task to be done. Ralston Purina Co., a client of Gardner for more than 30 years, whose radio was being handled by another agency, promised Gardner the radio end if the agency could find good programs for Ralston and Ry-Crisp. Roland went to work. Within a few weeks both shows were in production. One, *Tom Mix & His Ralston Straight Shooters* is still a children's favorite. The other, *Madam Sylvia*, featured a former Hollywood masseuse who told how the movie stars used Ry-Crisp to reduce.

In 1935 Roland was made vice-president in charge of radio. That year he started his third network show, *Saturday Night Serenade* for Pet Milk, which is still on the air in the same spot after six years. It was one of the first big Saturday evening network shows and helped dispel the idea then prevalent that Saturday was not a good evening for listening.

Roland was born in New Haven, Conn., April 1, 1903, entered Yale in 1922, intending to be a journalist. During his college years he worked on the *New Haven Evening Register*. In 1926 the year he was graduated from Yale, Roland, with a few dollars he had saved, headed for New York to get a job writing. For some time Roland had been sending stories to a certain pulp magazine and he noted that while his stories were not bought, neither were they returned. One day he went over to the magazine's headquarters and was told by a friendly editor that she could not make up her mind about his stories. His stuff was good, she said, but she feared it might be too good for their class of readers. If he would only alter his style to fit the magazine's pattern he would have no trouble. Roland left the office; then suddenly he got the idea that if he was as good as she said, why not try to get a job with the magazine. He rushed back upstairs to the editor—Wanda von Kettler—and got the job.

Progress was rapid after that. Roland went through the love-story magazine period, wrote for war-story magazines, passed through the Wang Poo stage to detective stories. In 1929, one of his short stories, written for *War Stories*, was mentioned for a Pulitzer Prize.

That was an eventful year in Roland's life for it also marked his marriage to Wanda von Kettler, the same editor who had helped him get his start.

In 1930 Roland quit to freelance, but shortly afterwards became associate editor of *Argosy* and was in this capacity when Mr. Hummert called.

Roland says that if he ever retires, he will probably get out his old portable and go back to writing. It is still one of his hobbies, together with music and amateur photography, in which he specializes in character studies. He resides in Larchmont, New York, with his family which includes one daughter, Mimi-Lou, aged 11.

Personal NOTES

LIEUT. BARRY BINGHAM, publisher of the *Louisville Courier-Journal* and *Times*, operating WHAS, has arrived in London to be attached to the U. S. Embassy. He will make a study of civilian defense in Great Britain. Lieut. Bingham is Navy liaison to the Office of Civilian Defense.

J. LEONARD REINSCH, manager of WSB, Atlanta, has been appointed chairman of the Radio Communications Division of the Citizens Defense Committee of Georgia.

HAL S. LAMB, formerly of the Albert H. Dorsey Adv. Agency, Philadelphia, has joined the sales staff of KYW, Philadelphia. He replaces Leonard Taylor, resigned.

ARTHUR SIMON, general manager of WPEN, Philadelphia, was tendered a surprise birthday party by the station staff on Jan. 9.

WILLIAM A. BACHER has resigned as program director of WGN, Chicago, and is in New York conferring with the William Morris agency on future plans.

JUDITH CORTADA, formerly of the editorial staff of *Advertising Age*, has been appointed trade news editor of the Blue Network.

EL JONES, salesman at CJKL, Kirkland Lake, Ont., early in January married Gerry Mousseau of Kirkland Lake.

F. A. WANKEL, for two years senior television supervisor of NBC, has been appointed New York Division Engineer for the network, succeeding G. O. Milne, who has become chief engineer of the Blue Network.

RALPH SAYRES, former sales manager of KYW, Philadelphia, and radio advertising agent and salesman, has returned to the Navy as instructor in radio at Floyd Bennett Field.

ALEXANDER L. CHARLES, commercial department of WHYN, Holyoke, Mass., on Christmas Day married Gertrude Kaye Silber, former school teacher of Poughkeepsie, N. Y.

WILLIAM T. CARLEY, promotion manager of WBT, Charlotte, is recovering from a brain hemorrhage. He will be hospitalized about a month.

CAPT. CARL HOLDEN, who has been serving in naval communications assignments since 1920 and who was promoted from commander to captain Jan. 1, has been appointed communications officer to Adm. Ernest J. King, commander in chief of the U. S. Fleet.

EARL POLLOCK, formerly manager of KDB, Santa Barbara, Cal., has joined staff of Homer Owen Griffith, Hollywood station representatives, as account executive. Firm has been appointed Southern California representative for KSFO, San Francisco.

PAUL J. SENFT, formerly of BBDO, has joined the New York staff of George P. Hollingbery, station representatives.

CHARLES O'MALLEY, formerly of the Chicago sales staff of Walker Co., has joined the stales staff of KHMO, Hannibal, Mo.

TOM LARSON, salesman of WDAY, Fargo, N. D., has been named continuity chief succeeding Bob Dobbin, former farm and continuity editor of the station, who has enlisted in the Army Air Force. Tom Barnes will take over Dobbin's farm chores.

ERNEST POPE, author of *Munich Playground*, has been named assistant editor of the reports section of the Federal Broadcast Monitoring Service.

GEORGE F. BOOTH, owner of WTAG, Worcester, has been appointed by Gov. Saltonstall to the Massachusetts State Tire Rationing Board.

EVERETTE L. THOMPSON, formerly of WEEU, Reading, Pa., has joined the local sales staff of WKBN, Youngstown.

DAN E. JAYNE, manager of WELL, Battle Creek, Mich., has been named coordinating chairman of the Battle Creek Civilian Defense Committee.

HOWARD L. TULLIS, formerly commercial manager of KDB, Santa Barbara, has joined the sales staff of the new KPAS, Pasadena, Cal.

HAL SEVILLE, general manager of WBAX, Wilkes-Barre, Pa., has resigned and has taken a trip to Florida.

JACK MOHLER of the sales promotion department of WOR, New York, served as the principal researcher for "Radio Goes to War", book by Charles J. Rolo published last week by G. P. Putnam Sons, New York. Two of the chapters in the book are also based directly on "Uncle Sam, Radio Propagandist?" which Mr. Mohler wrote as his senior thesis at Princeton U.

JOHN J. KAROL, CBS market research counsel, starting Feb. 5 will give a 15-week lecture series on the broadcasting business in the radio Workshop course of New York U.

Joseph F. Rutherford

JOSEPH FRANKLIN RUTHERFORD, 72, founder of Jehovah's Witnesses, and head of the Watch Tower Bible & Tract Society, which operates WBBR, Brooklyn, died Jan. 9 at his home in San Diego. Known as Judge Rutherford, he founded the anti-war, anti-Fascist group in 1919, and in the past several years made numerous radio talks through the Watch Tower Society on WBBR and on as many as 100 stations throughout the country. He is survived by his wife and a son.

Macklin Heads WMAM

JOSEPH MACKIN, former commercial manager, has been named manager of WMAM, Marinette, Wis., replacing M. F. Chapin. Succeeding Mr. Mackin as commercial manager is L. A. Curnutt, who held a similar position with WIBA, Madison, Wis. Effective Jan. 19 Don Wirth, formerly of WTMJ, Milwaukee, joins the sales staff of WMAM.

LISTENERS DEMAND

NEWS

WASHINGTON OPINION

IS

BIG NEWS

Give your client "THE" news program your listeners demand. Sell your department store, bank, loan or insurance company.

"Washington Viewpoints"

This non-partisan weekly review by four nationally known experts direct from the Nation's Capitol sells the client and increases audience.

Washington viewpoints transcribed every Friday, for Saturday or Sunday presentation, by Air Express.

For complete details, phone, write or wire

Robt. J. Coar

BROADCAST SERVICE STUDIOS

WASHINGTON, D. C.

1113-1115 Denrike Building

REpublic 6160

BEHIND the MIKE

LEO FREMONT, promotion director of KSTP, St. Paul, is confined to the hospital for an appendectomy. Ben Leighton, newscaster, has been added to KSTP's announcing staff, Rolf Erickson, sportscaster, has left for Washington to work for a Federal agency and Greg O'Brien, newspaper columnist, has joined the sports announcing staff.

WILFRED (Doc) LINDSEY, formerly with Metropolitan Broadcasting Services, Toronto, and prior to that with CJCS, Stratford, Ont., and CKCR, Kitchener, Ont., has joined Northern Broadcasting & Publishing Co., Timmins, Ont., as production chief of the seven stations operated by that organization.

BERN YOUNG, announcer of WTOL, Toledo, was to leave Jan. 15 to join the Marine Corps.

SGT. PILOT BRIAN HODGKINSON, former staff announcer at CKY, Winnipeg, and now a prisoner of war, in a letter to his parents in Winnipeg, states that he "came out second best in a dog-fight and was burnt up pretty badly but will be okay".

DAVE ROBBINS, news editor at CKOC, Hamilton, Ont., has joined the Royal Canadian Active Service Force. He is replaced by Perce LeSueur.

JACK HELMKEN, formerly of WKAT, Miami Beach; WFTL, Fort Lauderdale, and WAYX, Waycross, Ga., has joined the announcing staff of WGOV, Valdosta, Ga.

Ladies Next

IN PREPARATION against a possible shortage of men announcers and control operators, WCBS, Springfield, Ill., is training women staff members in mike duty and control operation. Jane Abbey, former woman commentator on WCBS has been picked by Manager Jack Heintz as the first student and Louise Etter, station receptionist, is next in line for this instruction.

ERNEST H. TAUB has joined WPTZ, Philco television station in Philadelphia, as news analyst.

DAVID EVANS, formerly a freelance announcer in New York, has joined WAAF, Chicago.

JOHN MARTIN, formerly on the program staff of WGN, Chicago, has been drafted into the Army.

PAUL DEMPSEY, WGN and W59C, Chicago, continuity writer, has entered the U. S. Naval Academy, Annapolis, for six weeks training as a line officer with naval engineers.

FRANK BURKE, merchandising manager at CKLW, Windsor, Ont., has been appointed publicity director.

MAC C. MATHESON, formerly program manager of KTUC, Tucson, has been appointed KOY, Phoenix, traffic manager. Elna Lee, graduate of Northwestern U, has joined the station as continuity writer.

HARRY KRONMAN, Hollywood radio writer, and Rosella Towne, film actress, were married Jan. 7 in Beverly Hills, Cal.

FRANK HEMINGWAY, announcer of KOIN-KALE, Portland, recently became the father of a girl, his fourth child.

BILL GOODWIN, Hollywood announcer on the NBC *Burns & Allen Show*, sponsored by Lever Bros. (Swan soap), is the father of a 9½-lb. boy, born Jan. 8.

BUDD LYNCH, announcer of CKLW, Detroit-Windsor, recently left for active service with the Canadian Army as a lieutenant. Hal Lawrence, formerly of Hamilton and Toronto, has joined the CKLW announcing staff and will handle the Brown & Williamson newscast in addition to regular announcing duties.

GENE ZACHER, formerly a musical arranger, has been named musical director of WHAM, Rochester, taking over the duties of Charles Siverson, now program director of WHAM and W51R, FM adjunct.

AL FITZGERALD, Toronto, has joined the announcing staff of CFCH, North Bay, Ont.

CARL RUFF, on leave from the press department of WOR, New York, to serve as a private in the public relations section of the First Army, has been selected for the Signal Corps Officers' Candidate School at Ft. Monmouth, N. J., entering there in March.

IAN WYTHE WILLIAMS, son of the Commentator Wythe Williams, has joined NBC's international division as an announcer in the French section. Mr. Williams has spent the past year in occupied and unoccupied zones of France and prior to the war was on the staff of the U. S. Embassy in Paris.

ERSKINE CHENE, formerly freelance radio and national magazine writer, has joined the continuity staff of WGN, Chicago. He was formerly an announcer at WXYZ, Detroit; assistant to the manager of WBEN, Buffalo; commercial manager of WWVA, West Virginia.

STUART NOVINS, staff announcer of WEEI, Boston, has been appointed news editor, succeeding Howell Cullinan, now a Lieut.-Comdr. in the Navy.

BILL WINTER, formerly announcer of KUOA, Siloam Springs, Ark. is now at Fort Leonard Wood, near Rolla, Mo. in the radio school while Jim Hendrix, also a former announcer of KUOA has left for Canada where he will join the RCAF.

BOB PROVENCE, news editor of WKBN, Youngstown, has returned from a honeymoon trip with his bride the former Rachel Tuckwiller, society editor of the *Raleigh Register*, Beckley, W. Va.

HAROLD BAKER, former UP employe in Omaha, has joined the news staff of WOW. Horace Hamacher, former newsman, has joined the Coast Guard.

JACK WYATT, formerly of the NBC production staff, has joined WNEW, New York, as assistant to William McGrath, director of programs and production.

STERLING V. COUCH, educational director of WDRC, Hartford, has been named a member of the Victory Book campaign committee for Connecticut. Mr. Couch will be in charge of radio publicity for the committee, which is gathering books for distribution to men in the armed services.

HARRY BRIGHT, formerly chief announcer-production manager, has been named program manager of WGBR, Goldsboro, N. C., replacing Irene Morris who has been transferred to the sales force.

CLIFF HOLMAN, formerly of WLNH, Laconia, N. H., and WHDH, Boston, has joined the announcing staff of WFCI, Pawtucket, R. I. He replaces Jack Gibbons, who has become a flying cadet in the Army Air Forces.

DR. SOL BALSAM, traveler, author and lecturer, formerly instructor at Columbia U, has been appointed foreign news analyst of WCNW, New York.

GILBERT CANFIELD, announcer of WHYN, Holyoke, Mass., on Jan. 23 is to marry Betty Lane of the copy department.

HENRY STAMBAUGH, formerly of WLOK, Lima, O., and Toledo's winner of "Gateway to Hollywood", has joined the announcing staff of WTOL, Toledo.

JOHN DILLON, sports chief and director of special events at WFAS, White Plains, N. Y., was to marry Rita Brennan, New York, on Jan. 17.

CHARLES SPEARS, former production manager of WORD, Spartanburg, S. C., has joined the announcing staff of WSPA, same city.

In radio, too, it's Better to be Lower

"Thank your lucky star, skier number 1. If you weren't lower you wouldn't have that pleased look on your face either."

Let's stick to facts. Whenever a radio station gets a chance to go to a lower frequency it goes. Radio engineers know that a lower frequency means a longer wave and a longer wave results in a stronger signal. WMCA has New York's lowest frequency (570)—down near the four network stations. A smart buy? More so today than ever.

WMCA

FIRST ON NEW YORK'S DIAL

WDRC

CONNECTICUT'S PIONEER BROADCASTER

The "Newly-Rich" Get Up Early

To reach more than 200,000 early-rising industrial workers in WDRC's Primary Area, 6 to 7 A.M. is now preferred radio time. Participating announcements or blocks of time at one-third of evening rate. WDRC, Hartford, Basic CBS for Connecticut.

Meet the LADIES

LOTTA DEMPSEY

FIRST Canadian radio commentator to visit a U. S. military training camp is Lotta Dempsey, who at the War Department's invitation was a guest of the officers at Fort Niagara. She told Canadian Broadcasting Corp. listeners all about her visit and how their American neighbors were training. The trip came only after she had demonstrated for the CBC that a woman could be a good commentator while riding a tank, taking a trip on a minesweeper or visiting an internment camp—all of which she has done.

Recently she conducted a series of interviews for the CBC with men and women in Canadian war industries. Mrs. Richard A. Fisher in private life, she was woman's editor of the *Edmonton* (Alta.) *Journal* before coming to Eastern Canada. While with the *Journal* she got her first taste of radio on CJCA, Edmonton.

When she came east, she freelanced for newspapers and magazines, married a Toronto architect who is now with the Royal Canadian Engineers, took a post as assistant editor of a Canadian woman's magazine in Toronto. In addition to her special radio assignments, she does a shift in the CBC news room at Toronto and writes features for the monthly magazine. Her spare time goes toward raising her two-year-old son and two teenage stepsons.

RAY CLARK, newscaster of WOW, Omaha, is the father of an 8-pound girl born Jan. 3.

VERNOR ANDERSON of the audience mail department of KDYL, Salt Lake City, left Jan. 8 to join the Marines.

J. LLOYD ANDERSON, former announcer of KMOX, St. Louis, now an Army lieutenant, on Dec. 27 married Mary Lucille Ashworth, Dayton.

CHUCK SIMPSON, formerly chief announcer of WDOD, Chattanooga, has joined the announcing staff of WKBN, Youngstown, O.

PAUL RIDGELY, employe of the House of Representatives, has been named assistant to Robert Menaugh, superintendent of the House Radio Gallery.

SIDNEY B. TREMBLE, program director of KSAL, Salina, Kan., has resigned to enter the Army.

JOEL CHESNEY, announcer of WAAT, Jersey City, recently became the father of a boy, Ronald.

"SPARK" YOUR PROGRAMS WITH MUSIC OF THE MAGIC NOVACHORD!

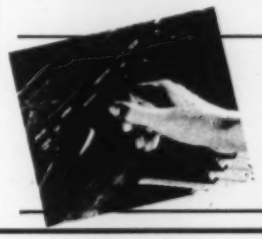
At its piano-like keyboard your staff pianist can create dozens of musical effects that sell.

Brilliant effects of orchestral instruments . . . both solo and ensemble . . . are at your command for *every program* with the wonderfully versatile Hammond Novachord.

Whatever the musical requirement may be, your many-voiced Novachord stands ready to solve the problem perfectly. It provides you with colorful fill-ins . . . distinctive themes and signatures . . . melodic transitions . . . or rich, beautiful music that is complete entertainment in itself.

Easily played by any pianist . . . conveniently movable . . . the Novachord has proved itself a practical, economical investment for radio stations both large and small. Find your nearest Hammond dealer in the classified telephone directory. Let him demonstrate the profit possibilities of the Novachord for your own station. Let him show you how the Novachord makes program music "sparkle."

Anyone familiar with the piano keyboard can play the Novachord with its brilliant array of instrumental effects, as of:
PIANO • VIOLIN • FLUTE • TROMBONE • CELLO • ENGLISH HORN • BASSOON • GUITAR • HARMONIUM • HARPSICHORD • CORNET • BRASS ENSEMBLE • SLEIGH BELLS • CHIMES • TRUMPET • CELESTE • OBOE • SAXOPHONE • BASS VIOL • FRENCH HORN • PICCOLO • BANJO • CLAVICHORD • VIBRAPHONE • MUSIC BOX • STRING ENSEMBLE • HAWAIIAN GUITAR • CLARINET • and MANY MORE



Your fingers touch the piano-like keyboard . . . and as you turn the Tone Selectors you *color* your music with effects of orchestral instruments.

HAMMOND NOVACHORD

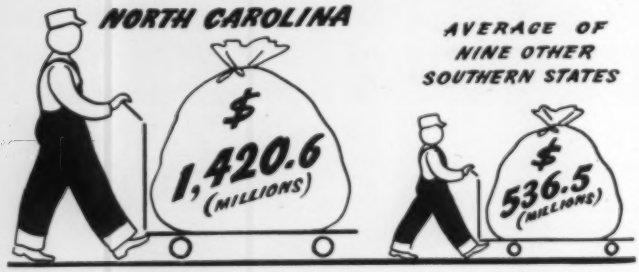
The NEW idea in music—by the makers of the HAMMOND ORGAN.

Send for your FREE recording of Collins Driggs at the Novachord. There's a full half-hour of thrilling music on its two sides, all Public Domain for your use . . . any time. Write: Hammond Instrument Co., 2989 N. Western Ave., Chicago.

USED BY ALL MAJOR NETWORKS AND BY INDEPENDENT STATIONS EVERYWHERE

NORTH CAROLINA IS THE SOUTH'S NO.1 INDUSTRIAL STATE!

VALUE of MANUFACTURED PRODUCTS
Source: Census of Manufactures – 1939



WPTF in Raleigh is NORTH CAROLINA'S NO.1 SALESMAN!

680 KC NBC Red 50,000 Watts

FREE & PETERS, Inc., National Representatives

Studio Notes

WTMV, E. St. Louis, since the Japanese attack on Pearl Harbor has revamped its announcements of call letters with special emphasis on the "V". Listeners are told, "You are listening to the Home Folk's station in East St. Louis, WTM . . . V for Victory. Now is the time to insure Victory by buying defense bonds".

WOW, Omaha, has installed a complete set of floodlights, similar to those used for night baseball, at its transmitter site as protection against sabotage.

SECOND SEMESTER of the Junto, Philadelphia adult school, beginning Jan. 19, will include two radio courses, Herbert H. Ringold, radio director of Philip Klein Adv. Agency, will conduct a course in the practical art of planning, writing and producing radio programs. Donald Martin, production manager of WFIL, will conduct a course in announcing and acting for radio.

WBRK, Pittsfield, Mass., cooperates with the Berkshire County schools by presenting a high school news feature every Saturday. A student from a different school takes a turn at the "mike" each week giving news gathered by student reporters.

ALL EMPLOYEES of WDNC, Durham, N. C. were given Christmas bonus checks of three weeks salary.

KXOK, St. Louis recently aired the 900th presentation of *Goodwill Devotions*, sponsored by Goodwill Industries, non-profit welfare organization, which presented the first program on KXOK's first day of operation in 1938.

KLZ, Denver, recently presented transcription of proceedings by which Bishop Urban J. Vehr was made an Archbishop of the Catholic Church, Denver, was raised to the rank of an archdiocese, and Pueblo, Col., was made a diocese.

CJCA, Edmonton, Alb., aiding the provinces' recruiting drive, recently described a triple parachute jump by members of the RCAF. Announcer Paul Guy and Chief Engineer Gordon Shillabeer went up in a twin-motored training ship while Announcer Reo Thompson described the leap from the ground. A recruiting talk followed the description.

AS A WAR service, CKLW, Windsor, Ont., has started Sunday evening half-hour broadcast concerts from a local theatre with the Windsor Federation of Muscians' 35-piece philharmonic orchestra and guest artists. Proceeds of these concerts are turned over each week to a different branch of the armed forces.

WGKV, Charleston, W. Va., formerly in the West Virginia Network Bldg., has moved to the top floor of the Empire Bldg., Charleston, where new studios, offices and additional facilities for news have been set up.

WSAI, Cincinnati, has added 13 newscasts each week. Titled *Voice of the Enquirer*, the series features Robert Bentley, recently named radio editor of the *Cincinnati Enquirer* morning and Sunday editions. Newscasts are heard seven days weekly.

SIXTEEN YEARS of intercollegiate sports broadcasting on the Pacific coast by Tide Water Associated Oil Co., were recognized when the company was given the Helms Athletic Foundation Award for noteworthy contribution to athletics. W. A. Reanier (left) domestic sales manager of the Associated Division beams approval as he and Harold R. Deal, manager of advertising and sales promotion hold the coveted award certificate.

FRANKLIN M. DOOLITTLE, general manager of WDRC, Hartford, has been named by the National Defense Committee of the NAB to represent Connecticut's 11 stations in the cooperative education-radio move to train radio technicians and operators. Dean J. H. Lampe, department of engineering, U of Connecticut, has been named to represent the State's universities and colleges. Special committees will be set up to consider applications and instructors will be provided by the engineering staffs of stations and faculties of the State's educational institutions.

WLW, Cincinnati, through its agricultural department is cooperating with universities in a four-state area by broadcasting previews of farm and home celebrations scheduled by these schools during a six-week period. First program on Jan. 7 was from Purdue U. Others to come are Ohio State U, Jan. 21; U of Kentucky, Jan. 26; and the Agricultural College of West Virginia, Jan. 30.

LIFE of Winston Churchill, *Imperial Leader*, is being presented over KROD, El Paso, sponsored by the El Paso Electric Co. Transcribed series was made from historical affidavits with the approval of Mr. Churchill.

KDYL, Salt Lake City, has taken additional office space in the Tribune-Telegram Bldg., Salt Lake City, to house the accounting department and private offices of S. S. Fox, president and general manager. Station also occupies the sixth floor.

NEW enlarged studio and auxiliary control room have been completed by WSB, Atlanta. The studio seats 100 and is designed primarily for the *Quiz of Two Cities*.

KFBB, Great Falls, Mont., on Jan. 3 conducted an eight-hour program for the American Red Cross, from 7 p.m. to 3 a.m., during which $13,000 was raised in Red Cross pledges.

KSFO, San Francisco, presented Christmas bonus checks, representing one week's salary to every member of the staff.

IN PHILADELPHIA
WFIL
Win Friends Influence Listeners
SELL THROUGH WFIL

AGENCY Appointments

CARTER PRODUCTS, New York, to Buchanan-Goble Adv. Agency, New York, for radio on Carter's Little Liver Pills.

EXHARDT & BECKER BREWING Co., Detroit, to Martin, Frank Inc., Detroit.

GLOBE MILLS, division of Pillsbury Flour Mills Co., Los Angeles, to McCann-Erickson, Los Angeles.

GROCERY STORE PRODUCTS Co., New York (B in B Mushrooms—a new product), to Ruthrauff & Ryan, N. Y. No radio contemplated.

UNITED STATES INDUSTRIAL CHEMICALS Inc., New York (Super-Pyro Anti Freeze), to Tracy-Locke-Dawson, N. Y. Plans not yet formulated.

LAPP LABS., Minneapolis (Hygeno), to Olmsted-Hewitt, Minneapolis.

WARREN FEATHERBONE Co., Three Oaks, Mich., to Reiss Adv., N. Y. for chain store division.

FT. WORTH-DALLAS FORM WAR HOOKUP

A COOPERATIVE network has been formed by Fort Worth and Dallas stations to provide simultaneous broadcasts of programs of interest to the war effort. Stations in San Diego announced formation of a Victory Network for the same purpose three weeks ago [BROADCASTING, Dec. 29, Jan. 5]. The new Texas network differs from the Victory network inasmuch as it links two cities.

The Fort Worth-Dallas hookup consists of six fulltime stations in both cities and according to Charles B. Meade of the Texas State Network, will be available whenever required.

Program and engineering departments of the six stations—WFAA, KRLD, WRR, KGKO-WBAP, Dallas, and KFJZ, and KGKO-WBAP, Fort Worth — working together have made arrangements whereby any message concerned with the war or civilian defense made be instantly carried over all the cooperating stations using any one outlet as an origination point. A committee comprising chief engineers of all the stations supervises the technical operations. There are no officiers other than a committee of executives from the stations participating which supervises general operations. The network got its first test Jan. 10 when a blackout was held in the two cities.

WTAG Living Cost Plan

PATTERNED after the so-called Canadian Plan, "Cost of Living" pay increases have been awarded employes of WTAG, Worcester, in accordance with the new bonus plan announced by George F. Booth, station owner. Using figures of the Division of the Necessaries of Life, Massachusetts Department of Labor, index for Oct. 1941, as a base from which to determine increases, the policy provides for an addition to the employes' pay commensurate with the monthly increase in the cost of living. Employes earning up to $25 weekly receive 1% of their salary for each 1% increase in the cost of living over that of October, 1941. Higher salary groups receive a lower percentage. A minimum bonus of $1 weekly is provided in the plan.

Auto Dealers Promote Service in Radio Drive

DESPITE inability to get new cars because of Government restrictions, Ford Dealers Advertising Fund of Southern California, Los Angeles, through McCann-Erickson, that city, has renewed for 15 weeks, effective Feb. 2, the six-weekly quarter-hour late evening newscast, *Bob Garred Reporting*, on KNX, Hollywood. Spending around $1,100 weekly for station time and talent, dealers will concentrate on auto service in its radio advertising campaign.

Organization has been sponsoring the 10 p.m. news period since May 10, 1941, having started on a twice-weekly basis with gradual increase to its present six-weekly schedule. Richfield Oil Co., Los Angeles, sponsors the six-weekly quarter-hour *Richfield Reporter* at a similar time on NBC-Pacific Coast stations, with release in the Los Angeles area over KFI. News listening at 10 p.m. in Southern California has increased from 22.5 to 28.8 within two weeks following declaration of war, according to a coincidental survey made by Jessie L. Moffett, Los Angeles representative of Crossley Inc.

Peggy Cave to KSD

PEGGY CAVE, St. Louis radio commentator and fashion writer, has joined KSD, that city, as director of women's activities, George M. Burbach, general manager of the station, announced recently. Miss Cave will be in charge of all women's contacts and will handle women's programs and interviews.

Tacoma Hookup

FOR SIMULTANEOUS release of programs geared to morale building, defense precaution information and other matters of civilian nature, a three-station network, giving blanket coverage on short notice of the Tacoma area, has been organized by KMO, KVI and KTBI officials. Besides that special hookup, stations are also units of the Victory Network composed of all Washington stations releasing the Sunday program originated by the State Defense Council.

JOHN GAMBLING, veteran WOR, New York, early morning announcer and m.c. who has conducted *Gambling's Musical Clock* for over 17 years, on Jan. 11 started a new Monday-through-Saturday show, 3:45-4 p.m., titled *Rambling With Gambling*. Semi-classical records, amiable chatter, and jokes of ancient vintage are featured.

"THERE IS A TRUE GLORY AND A TRUE HONOR: THE GLORY OF DUTY DONE . . . THE HONOR OF THE INTEGRITY OF PRINCIPLE." — R. E. LEE.

IN CHOOSING THE BIRTHDAY OF ROBERT E. LEE AS THE DATE OF ITS DEBUT AS A 5,000-WATT STATION, WRNL PAYS TRIBUTE TO AN IDEAL OF LEADERSHIP . . . TO A CODE OF LIVING THAT HAS STOOD THE TEST OF TIME AS A GOAL FOR ALL THOSE WHO WOULD BE HONORABLE AND FAITHFUL PUBLIC SERVANTS.

AS A RADIO STATION WRNL IS A PUBLIC SERVANT. ON JANUARY 19TH, 1942, IT ASSUMES A NEW RESPONSIBILITY OF LEADERSHIP IN THE BROADENED AREA IT SERVES. IT WILL ENDEAVOR TO UPHOLD THAT OBLIGATION ACCORDING TO THE HIGHEST TRADITIONS OF SERVICE . . . TO ITS LISTENERS, AND TO THOSE WHO MAKE POSSIBLE THE WEALTH OF ENTERTAINMENT, OF INFORMATION AND CULTURE WHICH IS RADIO.

LIKE THE VIRGINIAN WE HONOR, WRNL ASSUMES ITS LARGER RESPONSIBILITY IN A TIME OF CRISIS. WRNL PLEDGES ITSELF TO THE TASK WITH THE REALIZATION OF ITS DUTY NOW AND IN THE DAYS OF PEACE TO COME.

"Sure Mike!"

IT'S SAD—BUT TRUE!

Get this picture. It's the week before Christmas. 500 frantic females and one (1) mere man are shopping in a leading Baltimore dept. store. Suddenly one of the women squeals: "Look, girls, it's WCBM's Mr. Fortune! Let's get his autograph!" Result: No Xmas shopping for Mr. Fortune—instead, cards that suffered from writer's cramp! Moral: What price WCBM glory! P. S. And what low rates!

* * *

Shakespeare never asked: "What's in a *nickname?*" So, taking up the bard's slack, I'm telling you that Baltimore—"City of Homes"—had 227,811 occupied dwellings as of Summer, 1941. All solid citizenry . . . all *permanent purchasers!* And WCBM delivers this rich, diversified market to you completely . . . intelligently . . . least expensively! PENNY FOR PENNY, COVERAGE BETTER THAN ANY!

* * *

Short story—and to the point! Recently a national manufacturer conducted a radio campaign in many sizable cities. A premium was offered. WCBM pulled the second highest total of returns throughout the nation!

* * *

Baltimore grid fans were agog last month. One of their high schools was chosen to play in Miami for the U. S. championship! Interest was high . . . but Miami was distant. So what? So WCBM arranged a play-by-play sponsored broadcast . . . direct! 3000 students, countless alumni and well-wishers sat at home and cheered the team . . . and WCBM!

* * *

It's "follow-through" in radio, too! One of our many popular Baltimore - sponsored shows wanted a point-of-sale tie-in. Station, agency, client put their heads together. The result: a 3-minute transcribed condensation of the program, containing both entertainment and commercial, is now heard daily in sponsor's store! Merchandising DOES happen here!

WCBM

NBC Blue Network

BALTIMORE, MD.

National Representatives:
Foreman Co., N. Y. & Chicago

JOHN ELMER, President
GEORGE H. ROEDER, Gen. Mgr.

IN AN ADVERTISING tie-up effected by Paramount Pictures Inc. with Bowey's Inc. (Dari-Rich chocolate milk drink), starting Feb. 14 for four weeks, the Cecil B. DeMille production, "Reap the Wild Wind," will receive extensive free plugs on the weekly half-hour program, *Stars Over Hollywood*, sponsored by the latter firm on 45 CBS stations, Saturday, 12:30-1 p.m. (EST). In addition, a recording of DeMille directing Ray Milland, John Wayne and Paulette Goddard in a "Reap the Wild Wind" scene will be given program listeners upon sending in 10 cents and a bottle top. Tie-ins have also been made on all newspaper and magazine advertising, street car cards in 32 cities, posters and bottleneck hangers as well as local dealer displays from coast-to-coast. Paramount plans an added extensive independent exploitation campaign, including radio along with other media.

* * *

Ski Maps

KLZ, Denver, cooperating with the Colorado Winter Sports Committee, is offering listeners a free folder including illustrated map of the state showing ski areas; also instructions on facilities in each locality plus action shots taken at leading sports centers. KLZ, on behalf of Baird Whitaker Insurance Agency, has mailed special letters to 200 morticians in Colorado and Wyoming advising them of the insurance company's broadcasts dealing with policies designed to pay funeral expenses.

* * *

Preview Stunt

KDYL, Salt Lake City, invited all salesmen, executives and other interested parties of the Sweet Candy Co. of Salt Lake City, sponsors of the new *Superman* program on the station, to its studios recently for a special preview. A disc made by KDYL announcers was a feature of the preview. It described in detail the entire merchandising setup for the program, together with suggestions on sales contacts and sales arguments for obtaining greater distribution.

* * *

Grand Forks Affiliation

AFFILIATION of KILO, Grand Forks, N. D., with MBS, Jan. 4, was observed by a special tabloid section of the local newspaper, *The Grand Forks Herald*, which gave news of Mutual features on KILO and included tributes by local advertisers.

Merchandising & Promotion

Paramount & Bowey's—Snow Charts—Meet the Sponsor—Desk Maps—Scrap Iron

Tribute to WTAG

EIGHT-PAGE radio supplement to the magazine section of the *Worcester Sunday Telegram* recently was devoted to WTAG, Worcester, and W1XTG, FM affiliate, on the occasion of the stations' night-time power increase to 5,000 watts. Tribute presented stations' leading personalities with description of top local shows as well as NBC-Red network stars and programs. Another feature was the WTAG time schedule designed for use as a reference manual, giving a complete list of programs with broadcast times.

* * *

Meeting Sponsors

PAYING TRIBUTE each week to the sponsor of a program, WSAI, Cincinnati, has started *Meet the Sponsor*, Mondays, 9 p.m. Intended as a good-will gesture by the WSAI management, the format of the program is changed each week and adapted to the sponsor being honored. An outstanding individual or group ordinarily identified with the sponsor's show is featured on the program.

* * *

KYW Movie Tieup

KYW, Philadelphia, has a tie-up with a local movie house to provide regular news service. Linking with the Trans-Lux Theatre, KYW provides regular newscasts during the day which are flashed upon the screen as part of the regular movie program. For the service, KYW receives screen and lobby credits.

* * *

Greensboro Globes

STRIKING promotion stunt is the desk-sized globe sent to the trade by Maj. Edney Ridge, operator of WBIG, Greensboro, N. C. The globe has a WBIG legend on the base. Revised map sections are to be sent by the map firm when boundaries are changed after the war.

* * *

News of Schools

SO STUDENTS can read the latest news on their lunch hour, WSYR, Syracuse, has extended its news service by sending bulletins to be placed on display boards in the hallways of schools.

KYW Uses Space

IN A SERIES of newspaper advertisements, KYW, Philadelphia, is reminding the public that Uncle Sam, when he gives out the facts, deals in "facts not fantasies". The station calls upon all citizens to believe what they read in American newspapers or hear on American stations and discount all rumors.

Entitled, *Your Government Will Give You the Facts*, the advertisement was written by Harold Coulter, KYW sales promotion manager, and is being run in all Philadelphia newspapers with the full approval of Byron Price, Federal Director of Censorship. The station reminds readers that KYW's newsroom, has five United Press wires, one Associated Press and one Reuter's wire.

* * *

Stamps for Scrap Iron

TO ASSIST in the nationwide campaign sponsored by the Department of Agriculture Defense Board drive for scrap iron, WHO, Des Moines, has announced it will give defense bonds and stamps to Iowa farm boys and girls assisting in the drive. Directed by Herb Plambeck and Mal Hansen, WHO farm news editors, the contest offers a $25 defense bond plus an expense-paid trip to Des Moines for the boy or girl who assists in selling the greatest number of pounds of scrap iron during the campaign which started Jan. 9-Feb. 3. Other awards of defense stamps will be made.

* * *

Affiliation Plugged

NEWSPAPER space reaching into every home and community in the Bay Area has been placed by KQW, San Francisco, announcing its affiliation with CBS. Three fullpage and three quarter-pages were scheduled to run in 25 papers during the first week of January. Window cards in radio dealers windows and street car bulletins are being used to supplement the newspaper campaign.

* * *

Defense Service

IN RECOGNITION of the outstanding civilian service of the week in national defense, John A. Reilly, manager of KOY, Phoenix, has started a citation program during which the event or occurance is dramatized, with the award being made.

HOW TO BRING HOME THE BACON

For 15 years WWNC has done a real job of "bringing home the sales." Located in a good, moderate-size market, WWNC oftentimes delivers sales far in excess of what those-who - don't - know - this - great station might expect. Why?---WWNC does a top-notch job of promotion for its advertiser that results in much plus business!

Get Results! -- Use ....

570 Kc.
CBS Affiliate

WWNC
ASHEVILLE, N.C.

"You see, WFDF Flint Michigan is my wife's favorite station."

In the CONTROL ROOM

JACK SEIGAL, formerly chief engineer of WLPM, Suffolk, Va., WCNC, Elizabeth City, N. C., and WFTC, Kingston, N. C., has been named chief transmitter engineer of WCHS, Charleston, W. Va. Woody Eberhardt has been named assistant technical chief.

HOWARD W. THORNLEY, chief engineer of WFCI, Pawtucket, R. I., has been made a member of the State Council Communications Defense and has organized amateur operators of the area into a Defense Communications Club. Francis Foisey, WCFI engineer, has joined the Pan-American airways and has gone to South America for service. John Fiore, formerly of WPRO, Providence, and Al Rice, are new additions to the staff.

HUGH S. McCARTNEY, chief engineer of WCCO, Minneapolis, has been appointed to represent radio on the Technical Advisory Committee of the Minenapolis Defense Board.

FREDERICK JOHN SHEEHAN, formerly operator in charge of WQOL, Ottawa Hills Police of Toledo, has joined the engineering staff of WTOL, Toledo.

TOM WATSON, engineer of CKVD, Val d'Or, Que., has been appointed chief engineer at CJKL, Kirkland Lake, Ont. Other additions to the operating staff at CJKL are Lucien Guitard and Florian LeBlanc.

HAROLD SMITHSON, member of the technical department of WDAY, Fargo, N. D., on Jan. 2 became the father of twins.

CLIFF CORBETT, engineer of WNEW, New York, has resigned to enter the Army.

BART HEALY and Norman Simmons, both of Bristol, Conn., have succeeded George Dlugos and Owen McCabe on the engineering staff of WELI, New Haven.

GEORGE W. ENK has taken over the duties of Frank B. Ridgeway, chief engineer of WTOL, Toledo, who is on leave.

JACK TRAPKIN, WWRL, New York, transmitter engineer, has resigned to join the CBS engineering staff.

THOMAS R. HUMPHREY, chief engineer of WHYN, Holyoke, Mass., on Jan. 2 married Helen Bresnahan of the continuity department.

DON MacMILLAN has joined the transmitter staff of CKOC, Hamilton, Ont.

DAN TRUEBLOOD, former ham, has joined the engineering staff of WGBR, Goldsboro, N. C.

PRESTON PEARSON, control engineer of WPTF, Raleigh, N. C., has enlisted in the Naval Reserve.

Drive for New Ale

TERRE HAUTE BREWING Co., Terre Haute, Ind., has introduced a new product, '76 Ale, and is using a schedule of spot announcements in four markets: Atlanta, and Augusta, Ga.; Jackson, Mich.; Decatur, Ill. Original plans included distribution in midwestern key cities. Pollyea Adv., Terre Haute, is agency.

RCA Restores Traffic To Philippine Islands

DIRECT commercial radiotelegraph communication between the U. S. and the Philippines, broken since the Army demolished all radio and cable installations at Manila Dec. 31 [BROADCASTING, Jan. 5], was reestablished Jan. 9 by RCA with the opening of a circuit between San Francisco and Cebu on the island of that name, lying about half way between Manila and Davao, in Mindanao.

RCA stated that message traffic to and from Visayas and Mindanao—also in the Philippine Archipelago — may be handled through Cebu facilities. The Philippines Bureau of Posts operates an inter-island cable system and it is believed that the links between Cebu and the other two islands may still be open. RCAC officials Jan. 8 requested permission of the FCC to make the effort. Prior to Dec. 31, all radio circuits, for both telephone and telegraph, between the U. S. and the Philippines had Manila for their western terminal.

OPERATORS NEEDED
Signal Corps Makes Appeal To All Amateurs

IN A RADIO address originating over WMAL, Washington, and fed to NBC-Blue, Col. O. K. Sadtler, Chief of Army Communications Branch in the Signal Corps, pointing out the importance of radio communication in the war effort, made an appeal for radio operators in the Air Corps, Infantry, Field Artillery, Coast Artillery and especially in the Signal Corps.

Col. Sadtler stated that members of the Army Amateur Radio System are especially needed. Amateurs who are ineligible for active military duty are also desired to serve in a civilian capacity under Civil Service.

WWRL, New York, widening the scope of its special feature broadcasts, has installed wires into WOR and the Mutual network to permit fuller coverage of all nationally important public service events.

New DuMont CP

ALLEN B. DuMONT LABS., has been granted construction permit for a commercial television station, following about six months of experimental operation as W2XWV. Transmitter, located in midtown New York, is already completely installed and operating, except for the permanent antenna which has not yet been delivered although promised for Aug. 1, 1941. Test programs have been telecast one or two evenings weekly, in addition to experimentation with television technical problems, from a temporary antenna and these will continue until the permanent antenna can be installed, at which time the station will join those of NBC and CBS in supplying a minimum of 15 hours weekly programs for set owners in the metropolitan area.

WALKER Co. has been named exclusive national representative of KXL, Portland, Ore. Station operates with 10,000 watts power on 750 kc.

MARKET GUIDE TO OHIO

If you want to know Ohio's reaction to your advertising campaign, test it on the Buckeye State's pace-setting community radio station—WLOK in Lima. A city of 44,711 population, Lima is diversified in industry. It has its quota of thriving businesses and manufacturers, small and large. It's a typical Ohio Market. WLOK, Lima's radio station, is heard and respected in 126,685 radio-equipped homes. Try your campaign in Ohio's Test Market No. 1.

WLOK LIMA, OHIO

"THE VOICE THAT SPEAKS FROM THE HEART OF LIMA"

NBC Affiliate . . . Full Time Operation

The BIG NEWS IN BUFFALO

WKBW

goes to

50,000 WATTS

blanketing 11 states and 12 million people

New $350,000 Transmitter Plant

WKBW 1520 K. C.

BUFFALO'S 50,000 watt COLUMBIA NETWORK STATION

BUFFALO BROADCASTING CORPORATION

National Representatives

[illegible] & PETERS, Inc.

Agencies

TOM LEWIS, Hollywood manager of Young & Rubicam, has been elevated to vice-president in charge of radio production and will continue to be headquartered on the West Coast. He has been with that agency five years and took over Hollywood operation last fall when Joe Stauffer resigned to join Kenyon & Eckhardt, New York, as radio director.

S. R. CLAWSON, executive of Ideas Associated, Glendale, Cal., agency, has resigned to become a ground school instructor at Arcadia, Fla. Ralph W. Hulett has joined the agency as production and art director, taking over many duties formerly handled by Clawson.

RICHARD E. CRUIKSHANK, production manager of Albert Frank-Guenther Law, San Francisco, on Jan. 12 went on active duty with the Navy.

WILLIAM DAY, formerly in charge of creative planning of J. Walter Thompson Co., New York, has joined Benton & Bowles as head of the creative planning board.

DOROTHY A. FREEMAN, formerly in the production department of Lord & Thomas, Los Angeles, has joined West-Marquis, that city, as production manager. John Lo Buono has joined the agency staff as account executive, having been with Erwin Wasey & Co., Los Angeles, in a similiar capacity.

TONY STANFORD, Hollywood producer of Russel M. Seeds Co. on the weekly NBC *Red Skelton & Co.*, sponsored by Brown & Williamson Tobacco Corp., has been granted release effective the end of January. He returns to J. Walter Thompson Co., that city, as producer of the weekly NBC *Chase & Sanborn Show*, sponsored by Standard Brands Inc. (coffee). Maury Holland now producing the coffee program, has been shifted to the NBC *Three Ring Time*, sponsored by P. Ballantine & Sons (beer, ale).

RODERICK MAYS ADV., new Los Angeles agency specializing in radio, has been established at 811 W. Seventh St., by Rod Mays, formerly CBS Hollywood writer-producer-announcer. Telephone is Tucker 6842. Accounts include Barker Bros., Los Angeles (home furnishers), currently sponsoring the thrice-weekly quarter-hour *Backgrounds for Living*, on KNX, Hollywood, and nightly spot announcements on KHJ, that city.

FORMAL PRESENTATION of the WBS transcription *Cavalcade of America*, NBC-Red program sponsored by Du Pont, takes place in the office of Dr. James Rowland Angell, NBC educational counsellor, as Mrs. Paul Rittenhouse, national director of the Girl Scouts, receives one of the discs for her organization. Watching are two Girl Scouts and Margaret Cuthbert, NBC director of women's and children's programs (right). The series has been made available to the Scouts for broadcast on local stations throughout the country by local GS councils.

JACK UPTON, account executive of N. W. Ayer & Son, New York, on Jan. 12 became the father of a baby girl, Mary Davis.

JOHN ROCHE of the radio department of N. W. Ayer & Son, New York, in February will join the teaching staff of New York U's Radio Workshop to conduct a 15-week evening course in writing for commercial radio.

SOL SILVERSTEIN, formerly with Solis S. Cantor Adv. Agency, Philadelphia, has opened his own agency in Philadelphia, as Integrity Adv. Service, with offices at 220 S. 16th St.

WILLARD G. MYERS has opened his own agency in Philadelphia, to be known as Willard G. Myers Adv. Agency, with offices at 12 S. 12th St.

A. K. SPENCER, New York production executive of J. Walter Thompson Co., is in Hollywood to work with agency producers and writers on network programs.

ERNEST S. EDMONDSON and Sara T. Langton have established a new advertising agency in Philadelphia, to be known as the E. S. Edmondson Co., with offices at 1700 Walnut St.

Borton Outlines Power Of Advertising in War

SPEAKING at a luncheon of the Advertising Club, Boston, Elon G. Borton, Chicago, chairman of the Board of the Advertising Federation of America, stated that the U. S. has the machinery with which to put into operation, "the most stupendous dissemination of propaganda ever known, if that is what is needed to win this war."

Claiming U. S. advertisers to be the masters of publicity and sales long before the German Propaganda Ministry came into being, Mr. Borton said that when his organization held its international convention in Berlin in 1929 at the "urgent" solicitation of the Germans "they naively said . . . they wanted to learn from our master salesmen-in-print how to use advertising and publicity more effectively."

Mr. Borton went on to claim that with our radio, newspapers, periodicals and understanding of the technique and psychology of mass sales through advertising and promotion the propaganda equipment of the U. S. is in every way equivalent to the capacity of U. S. industrial plants that are producing war materials.

WBNX NEW YORK

THE MOST INTIMATE AND EFFECTIVE SALES APPROACH TO AMERICA'S LARGEST MARKET.

5000 WATTS Directional

OVER METROPOLITAN NEW YORK

365,000 people make the Youngstown metropolitan district the third largest in Ohio.

WFMJ

Has more listeners in this rich market than any other station.

Headley-Reed Co.

National Representatives

Purely PROGRAMS

CLAIMED the first of its kind on the West Coast, *Women's Place*, show devoted to informing women of how they can aid in the war effort, has been started by KGW-KEX, Portland. Conducted by Peggy Williams and Vere Kneeland, the 15-minute show's format is divided in three five-minute periods — news of women in defense, in the home and in the news—and the program acts as a clearing house for questions of women wishing to know how they can be of help.

* * *

Bond Buyers Saluted

PATRIOTISM AMONG FOREIGN language groups is getting a boost in six languages on WGES, Chicago, in a new weekly program series *Defense Bond Honor Roll*. The program consists of a quarter-hour salute to the tune of American march music, honoring national foreign language or organizations that made substantial purchases of Defense Bonds the previous week. The language groups include Polish, Italian, German, Bohemian, Jewish and Swedish.

* * *

Defense Interests

WORKING in the store of Sibley, Lindsay & Curr Co., Rochester, *Old Man Sunshine*, Uncle Bob Pierce of WHAM, Rochester, tells human interest stories associated with the sale of Defense Bonds and Stamps. Listeners are urged to save stamps and telephone operators of the department store take pledges that are later read over the air. Program is heard Monday through Friday, 4 p.m.

* * *

Opera for Red Cross

CONTINUOUS OPERA daily, 11:15-11:45 a.m., has been started by the Lido Belli Radio Production Co., directing Italian language programs for WBNX, New York. Program is dedicated to the Red Cross and collections for the organization will be carried on for the 30-day series. Show is a contribution of the Lido Belli company.

* * *

Steele Show

NEW all-variety program titled *Ted Steele Show*, made its debut Jan. 10 as a Blue sustainer. Steele is m.c., music is supplied by Paul Laval and his orchestra and the Five Marshalls. In addition, two or three guest artists are featured on each program.

* * *

Joining In

GOING direct to the local recruiting station, WSIX, Nashville, has started a new feature, *America Answers*, built around interviews with applicants for enlistment in the armed forces of the United States.

Research in Industry

INTERVIEWS, dramatizing activities in industrial research, has been started by KDKA, Pittsburgh. Titled, *Adventures in Research*, the program features an interview with a leading engineer or scientist from the Westinghouse Research Labs. while on the job by means of transcription. First interview presented R. E. Peterson, manager of the Mechanics Division of WRL, and future programs will present Dr. E. Bruce Ashcraft, developer of the "Tom Thumb" Tools, Dr. Gilbert D. McCann, lighting expert and others.

* * *

Citizens in Defense

FEATURING national defense announcements and civilian defense committee information, a five-weekly quarter-hour public service program, *You & Uncle Sam Inc.*, has been started on KOY, Phoenix. Emphasizing the part citizens play in national defense, the series gives blackout and other emergency instruction as well as information for enrollment in volunteter work.

* * *

Intimate Problems

PROBLEMS of the listener pertaining to heart and home are answered during the new program *Listen to Reason* conducted three times weekly by Bob Reason on KROW, Oakland, Cal.

Own 'Treasury Hour'

NEW ENGLAND now has its own *Treasury Hour*. WBZ-WBZA, Boston-Springfield in cooperation with the Hotel Statler, Boston, devote a half-hour each Saturday night to a campaign urging purchase of defense bonds and stamps. Show, titled *Remember Pearl Harbor*, features the Leighton Noble's orchestra and guests stars. First program Jan. 10 brought $12,000 in pledges.

* * *

At the Mission

FIRST HEARD on the air ten years ago on WMCA, New York, the well-known Chinatown Mission in New York is back on WMCA with a series of Sunday afternoon programs under the direction of Howard Wade Kimsey. The programs include music, sermons, and interviews with the homeless men seeking shelter at the famous "Rescue Society".

* * *

Weather School

BECAUSE of governmental ban on weather forecasts, the *Dinnerbell* program of WLS, Chicago, has substituted a new "weather school" during the usual time for the noonday forecast for Midwest farmers. Harry Geise, WLS staff meteorologist, gives a two-minute talk daily on interpreting cloud formation and wind direction to predict weather.

In Kansas City, KCMO is the "buy."

KCMO has the audience—an audience that's getting bigger and bigger. And, now you can buy this basic blue station at no increase in rates. Wire or write about available time and KCMO's merchandising service.

John E. Pearson Representative

5000 WATTS KCMO 1480 ON YOUR DIAL

Basic Blue Network Affiliate

In the Intermountain Market people prefer the lively Showmanship of KDYL

The POPULAR Station

NBC RED NETWORK

The BIG NEWS IN BUFFALO

WGR

NOW more than ever BUFFALO'S FIRST for regional coverage

WGR

THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WIS, Columbia, S. C.

Lehn & Fink Products Corp., New York (Hinds Cream), 10 *sa* weekly, thru William Esty & Co., N. Y.
Proctor & Gamble Co., Cincinnati (Duz), 5 *sa* weekly, thru Compton Adv., N. Y.
Musterole Co., New York, 5 *sa* weekly, thru Erwin, Wasey & Co., N. Y.
General Foods Co., New York (Grapenuts), 5 *t* weekly, thru Young & Rubicam, N. Y.
Carnation Co., New York, 2 *t* weekly, thru Erwin, Wasey & Co.. N. Y.
Miles Labs., Elkhart, Ind., (Alka-Seltzer), 4 *t* weekly, thru Wade Adv. Agency, Chicago.
Skinner Mfg. Co., Omaha (raisin-bran), 6 *sa* weekly, thru Ferry-Hanly Co., Kansas City.
Pet Milk Co., St. Louis. 2 *t* weekly, thru Gardner Adv. Co., St. Louis.
Beechnut Packing Co., Canajoharie, N. Y., 7 *sa* weekly, thru Newell-Emmett Co., N. Y.
California Fruit Growers Exchange, Los Angeles, 5 *sa* weekly, thru Lord & Thomas, Los Angeles.
American Chicle Co., 17 *sa* and 12 *sa* weekly, thru Badger, Browning & Hersey Co., N. Y.
Standard Oil Co. of New Jersey, New York, 26 *sp* weekly, thru Marschalk & Pratt, N. Y.
American Home Products, Chicago (Anacin), 3 *t* weekly, thru Blackett-Sample-Hummert, N. Y.
Gospel Broadcasting Assn.. Los Angeles, *t* weekly, thru R. H. Alber Co., Los Angeles.
Ralston Purina Co., St. Louis. 3 *t* weekly, Gardner Adv. Co., St. Louis.
Kellogg Co., Battle Creek, Mich. (All-Bran), 10 *sa* weekly, thru Kenyon & Eckhardt, N. Y.
Ex-Lax Inc.. New York. 3 *sa* weekly, thru Joseph Katz Co., N. Y.

CFCO, Chatham

Dodds Medicine Co., 257 *ta*, thru All-Canada Radio Facilities, Toronto.
National Feeds & Fertilizer, Ingersoll, Ont., 2 *t* weekly, thru Ardiel Adv. Agency, Oakville.
National Drug & Chemical (CBQ Bromo Quinine & Pasmore's Bronchial Syrup) 95 *sa* thru Cockfield, Brown & Co., Montreal.
Western Canada Flour Mills (Pioneer Feeds) 104 *ta*, thru A. McKim, Ltd., Montreal.
Carters Inc., New York (Arrid), 5 *ta* weekly, thru Spot Broadcasting, N. Y.
Department of National War Services (salvage campaign), 72 *sa*, thru R. C. Smith & Son, Toronto.
Swift Canadian Co., Toronto (concentrates), 156 *sa*, thru J. Walter Thompson Co., Toronto.
Standard Brands, Montreal (Magic Baking Powder), 2 *sa* daily, thru J. Walter Thompson Co., Montreal.
Standard Brands, Montreal (Fleischmann's Yeast), 3 *sa* daily, thru J. Walter Thompson Co., Montreal.
Thos. J. Lipton Ltd., Toronto (tea), 255 *ta*, thru Vickers & Benson, Toronto.
Thos. J. Lipton Ltd., Toronto (soup), 245 *ta*, thru Vickers & Benson, Toronto.

WDRC, Hartford

Simon & Schuster, New York (instruction books), 6 *ta*. thru Northwest Radio Adv. Co., Seattle.
La Touraine Coffee Co., Boston, 4 *ta* weekly, 13 weeks, thru Ingalls-Miniter Co., Boston.
Esso Marketers, New York (gas & oil), 30 *sa* daily, 52 weeks, thru Marschalk & Pratt, N. Y.
Bond Clothing Co., New York (men's clothes), 6 *sa* daily, 52 weeks, thru Neff-Rogow, N. Y.

KMPC, Beverly Hills, Cal.

Sunway Vitamin Co., Chicago (vitamin tablets), 3 *sa* weekly, thru Sorenson & Co., Chicago.
Ex-Lax Mfg. Co., Brooklyn (laxative) 5 *sa* weekly, thru Joseph Katz Co., N. Y.

WDAY, Fargo, N. D.

Lincoln Flying School, Lincoln, Neb. (instruction), 104 *sa* thru Buchanan-Thomas, Omaha.
Smith Bros., Poughkeepsie, N. Y. (cough drops), 104 *sa*, thru J. D. Tarcher & Co., N. Y.
Chamberlain Labs, Des Moines (lotion), 78 *sa*. thru Cary-Ainsworth, Des Moines.
Winston & Newell Co., Minneapolis (IGA products), 104 *ta*, thru Campbell-Mithun. Minneapolis.
Utilities Engineering Inst., Chicago (welding school), 5 *sp* weekly, thru First United Broadcasters, Chicago.
Plough Inc., Memphis (St. Joseph drugs), 260 *ta*, thru Lake-Spiro Shurman, Memphis.
Theo Hamm Brewing Co.. St. Paul (beer), 312 *sp*, thru Mitchell-Faust Adv. Ag., Chicago.
Wm. Wrigley Co., Chicago (Wrigley products), 13 *ta*, thru Arthur Meyerhoff & Co., Chicago.
Ludens Inc., Reading, Pa. (Menthol cough drops), 60 *ta*, thru J. M. Mathes Inc. N. Y.
Vick Chemical Co., N. Y. (Vatronol), 26 *sa*, thru Morse International, N. Y.
Olson Drug Co., Chicago (Olson rugs). 30 *sp*, thru Presba Fellers & Presba, Chicago.
American Poultry Journal, Chicago (poultry magazine), 3 weekly *sp* 13 wee'.s. thru Shaffer, Brennan. Margulis, St. Louis.
Block Drug Co., Jersey City (Gold Medal pills), 260 *ta*, thru Raymond Spector Co., N. Y.
Tanvilac Co., Wilmington (Bayer Semesan), 26 *sa* thru Thompson-Koch Co., Cincinnati.
Colgate-Palmolive-Peet, Jersey City (Vel), 522 *ta*, thru Ward Wheelock Co., Philadelphia.

KFBK, Sacramento, Cal.

Washington Cooperative Egg & Poultry Assn., Seattle (Lynden products), 3 *sa* weekly, thru Pacific National Adv. Agency, Seattle.
General Foods, New York (Postum). 15 *ta* weekly. thru Benton & Bowles, N. Y.
Nehi Corp., New York (Royal Crown Cola). 4 *ta* weekly. thru BBDO. N. Y.
Langendorf United Bakeries, San Francisco (bread), 3 *ta* weekly, thru Ruthrauff & Ryan, San Francisco.
Sunway Vitamins, Chicago (vitamin tablets), 3 *ta* weekly, thru Sorenson & Co., Chicago.
American School, Chicago (high school course), 6 *sa* weekly, thru Huber Hoge & Sons, N. Y.

KROW, Oakland, Cal.

North American Accident Insurance Co., New York, 6 *t* weekly, thru Franklin Bruck Adv. Corp., N. Y.
Fashion Frocks Inc., Cincinnati (dresses), *sa*, series, thru Franklin Bruck Adv. Corp., N. Y.
R. B. Davis Co., Hoboken, N. J. (Cocomalt). *sa* series, partic., thru Murray Breese Assoc., N. Y.

KDYL, Salt Lake City

Beechnut Packing Co., Canajoharie. N. Y., 52 *ta*, thru Newell-Emmett Co., N. Y.
Sweet Candy Co.. Salt Lake City. 39 *sp*. thru Gillham Adv. Agency. Salt Lake City.

KFRC, San Francisco

Quaker Oats Co., Chicago (Aunt Jemima Pancake Flour), 3 *sp* weekly, thru Sherman K. Ellis & Co., Chicago.
North American Accident Insurance Co., New York, 8 *sa* weekly, thru Franklin Bruck Adv. Corp., N. Y.
Fashion Frocks, New York (dresses), 6 *sa* weekly, thru Franklin Bruck Adv. Corp., N. Y.
American Cigarette & Cigar Co., New York (Pall Mall), 36 *ta* weekly, thru Ruthrauff & Ryan, N. Y.
Landendorf United Bakeries, San Francisco (Homestead bread), 6 *sa* weekly, thru Ruthrauff & Ryan, San Francisco.
Axton-Fisher Tobacco Co., Louisville (Spuds), 6 *sa* weekly, thru Blackett-Sample-Hummert, N. Y.
Lydia Pinkham Medicine Co., New York (compound and tablets), 5 *sa* weekly, thru Erwin, Wasey & Co., N. Y.
Standard Brands, New York (Fleischmann's Yeast), weekly *sp*, thru J. Walter Thompson Co., N. Y.
Riggio Tobacco Co., Brooklyn (Regent cigarettes), 3 *sp* weekly, thru M. H. Hackett Inc., N. Y.
Simon & Schuster, New York (tax instruction books), 6 *t*, thru Northwest Radio Adv. Co., Seattle.
Ex Lax Inc., New York (Ex-Lax), 135 *sa*, thru Joseph Katz Co., N. Y.
J. C. Eno Co., New York (Eno), 68 *sa*, thru Atherton & Currier. N. Y.
White Labs, New York (Chooz), 5 *ta* weekly, thru H. W. Kastor & Son, Chicago.
Beneficial Casualty Co., Los Angeles (insurance), *t* series, thru Stodel Adv. Co., Los Angeles.

KGKO, Ft. Worth-Dallas

Greyhound Bus Lines, Dallas (service) *sa*, series, thru Beaumont & Hohman, Dallas.
Great Western Garment Co., Wichita Falls (work clothes), 156 *ta*, thru Tracy-Locke-Dawson, Dallas.
Bulova Watch Co., New York (timepieces), *sa*, thru The Biow Co., N. Y.
Fashion Frocks, New York (dresses), 15 *t*, thru Franklin Bruck Adv. Corp., N. Y.
North American Accident Insurance Co., Newark, 13 *t*, thru Franklin Bruck Adv. Corp., N. Y.
Studebaker Corp., South Bend, 18 *sp*, thru Roche, Williams & Cunnyngham, Chicago.
Piso Co., Warren, Pa. (proprietaries), *sa*, thru Lake-Spiro-Shurman, Memphis.

WMEX, Boston

Postal Telegraph-Cable Co., New York, *sa* daily, thru Biow Co., N. Y.
Borden Co., New York (cocktail cheese), *sa* series, thru Young & Rubicam. N. Y.
Ward Baking Co., New York (Tip-Top bread), *sa* daily, thru J. Walter Thompson Co., N. Y.
Bookhouse for Children, Chicago, one-minute participations, thru Presba, Fellers & Presba, Chicago
Bulova Watch Co., New York (watches), *sa* daily, thru Biow Co., N. Y.

WHO, Des Moines

Omar Inc., Omaha (flour), 16 *sa*, thru Hays MacFarland & Co., Chicago.
Poultry Tribune, Mt. Morris, Ill. (magazine), 6 *sa*, thru First United Broadcasters, Chicago.
Olson Rug Co., Chicago, 13 *sp*, thru Presba, Fellers & Presba, Chicago.

The whole show

Adv.

SECOND CBC NET HAS 3 SPONSORS

LONE OCCUPANT of the Canadian Broadcasting Corp.'s second national network, started last summer to accommodate the MBS fight broadcasts, the Gillette Safety Razor Co., Montreal, has been joined with the opening of 1942 by two other sponsors—J. B. Williams Co., Toronto (shave creams), with the NBC show *True or False* and Carter Products Inc., New York (liver pills), with the NBC show *Inner Sanctum Mysteries*. CBC, a publicly-owned organization, has sold out its evening hours. The second network makes available another group of privately-owned stations and three CBC stations spread across the Dominion for evening or daytime commercial broadcasts.

The second network does not function as an entity with sustaining programs, is only organized for commercial broadcasts. As the number of sponsors grows it is expected to become a fulltime set-up with sustaining feature presentations and regular programs. While there continues to be talk of a national network outside CBC supervision, the Canadian Radio Act gives only the CBC the right to operate networks. This means that all network programs, whether or not CBC stations are involved, must be routed through the CBC.

Zeimer for Kreml

R. B. SEMLER Co., N. Y. (Kreml hair tonic), has signed with WLW, Cincinnati, for three 15-minute shows weekly for 52 weeks featuring Gregor Zeimer, author, lecturer and world traveler, recently returned to the United States after a 12-year stay in Berlin, Germany. Zeimer replaces Gabriel Heatter who was heard via transcribed playback, and is heard Mondays, Wednesdays and Fridays, 7:15 p.m. Erwin, Wasey & Co., New York, is agency.

Kramer Heads WGKV

WORTH KRAMER, formerly program director of WGAR, Cleveland, and more recently producer-manager of the Negro chorus "*Wings Over Jordan*", has joined WGKV, Charleston, W. Va., as general manager. Starting in radio while a student at Ohio Wesleyan U, Mr. Kramer later joined WTAM, Cleveland, with the "Collegians" trio and then became associated with WGAR as a singer-announcer, later becoming program director.

War Sponsors

THE WAR has had a definite effect on radio advertising—a good effect. Since Dec. 7, WWRL, New York, reports four new sponsors each advertising civilian defense materials. Using spot announcements are McCormick Transit Concrete Co. (bomb shelters), Picone Bros. (sandbags); Beiber Bros. (air-raid shelters), and Jiffy Blackout Screen Co. (blackout shades).

KIRKMAN & SON, New York (soap), will use the name of its radio program, *Can You Top This*, on WOR, New York, as a slogan on its letters, interoffice memos, salesmen's blanks and other letter-heads.

Radio Advertisers

MUSTEROLE Co., Cleveland (proprietary), on Jan. 12 became the first participating sponsor five times weekly on *Rambling With Gambling*, new Monday - through - Thursday and Saturday program which started on WOR, New York on that date. Series, made up of recordings, chatter and comedy, is aired 3:45-4 p.m. Agency is Erwin, Wasey & Co., New York.

WITH the addition last week of three new participating sponsors *Dear Imogene*, Monday through Saturday 9-9:15 a.m. program on WOR, New York, now has a total of 13. Additions include: R. B. Davis & Co., Hoboken, N. J. (Cocomalt), through Murray Breese & Assoc., New York; O. & C. Potato Sticks, New York, through Fuller, Smith & Ross, New York, and Joseph Burnnett Co., Boston, through H. B. Humphrey Co., that city.

WM. STONE SONS, Ingersoll, Ont. (fertilizer), has started *Big National Barn Dance* eight times weekly on four Ontario stations. Account was placed by Ardiel Adv. Agency, Oakville, Ont.

SONTAG DRUG STORES, Los Angeles (chain stores), in a 2½-week Victory sale which ends Jan. 24, is using from one to five transcribed one-minute announcements daily on 9 Southern California stations. List includes KFI KECA KHJ KFWB KGFJ KIEV KFOX KVOE KFXM. Agency is Milton Weinberg Adv. Co., Los Angeles.

DR. A. W. CHASE MEDICINE Co., Oakville, Ont., is scheduled to start soon a spot announcement campaign on 34 Canadian stations. Account is handled by Ardiel Adv. Agency, Oakville, Ont.

TUCKETT TOBACCO Co., Hamilton, Ont. (Wing cigarettes, tobacco), has started daily flash announcements on 11 western Canadian stations. Account was placed by MacLaren Adv. Co., Toronto.

RETURNING to WBZ-WBZA, Boston-Springfield, is *Keep Guessing*, quiz show, which is heard Sundays at 6 p.m. with Fred B. Cole again as quizmaster. Program awards cash prizes to both studio contestants and radio listeners. *Keep Guessing* replaces *Barrel of Fun* and is sponsored by the Andy Boy Vegetable Products Co.

AGNEW SURPASS SHOE STORES, Brantford, Ont. (chain stores), has started weekly half-hour transcribed program *Ports of Call* on CJKL, Kirkland Lake, Ont., and CKGB, Timmins, Ont. Account was placed direct.

BARNEY'S, New York (clothier), to prevent possible confusion during the emergency has modified its "Calling All Men" slogan which for the past eight years has been used a total of 200,000 times on up to 10 stations in the New York area. A new version has set the slogan to a musical theme signature, using the familiar four-note musical auto horn. Emil Mogul Co., New York, handles the account.

FLYING CADET TRAINING Corps., Los Angeles (ground training school), a division of Aero Industries Technical Institute, that city, in a test campaign, is sponsoring five-weekly participation in *Rise & Shine* on KHJ, Hollywood, with daily spot announcements on KIEV, Glendale, Cal. If test is successful, radio schedule will be expanded to include stations nationally, according to John R. West, executive of West-Marquis, Los Angeles agency.

CANADIAN CHEWING GUM SALES, Toronto, has renewed daily spot announcements on 16 Canadian stations. Account was placed by Baker Adv. Agency, Toronto.

CALIFORNIA PACKING Co., San Francisco (food products), on Jan. 12 started *William Winter, News Analyst*, five times weekly over 14 CBS stations in the West. Agency is McCann-Erickson, San Francisco.

CHR. HANSEN CANADIAN LAB., Toronto (Junket), on Jan. 12 added CHNS, Halifax; CHSJ, St. John, N. B.; CKTB, St. Catherines, Ont.; to a thrice-weekly transcribed spot announcement campaign which now totals 13 stations. Account was placed by A. McKim Ltd., Toronto.

NATIONAL DRUG Co., Montreal (gin pills), has started a spot announcement campaign on a number of Canadian stations. Account was placed by A. McKim Ltd., Montreal.

WWL—New Orleans
and
KROD—El Paso
BUY
"IMPERIAL LEADER"

The transcribed story of the life of Winston Churchill.

52 Thrilling Episodes

For information write or wire

Kasper-Gordon, Inc., 140 Boylston St. Boston — or — Howard C. Brown Co. 6418 Santa Monica Blvd., Hollywood

SPOTCASTING
BUILDS MORE SALES
...AT LOWER COST!

More money for the HOT SPOTS

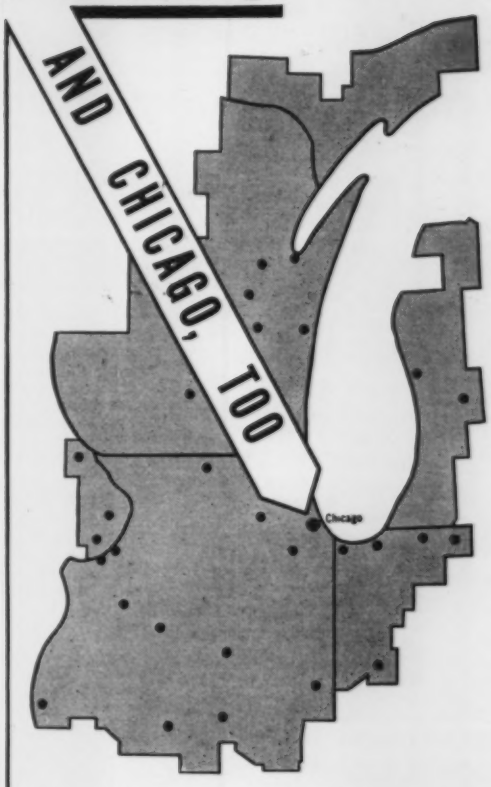
Nothing wasted on the DEAD SPOTS

Special attention to the TOUGH SPOTS

JOHN BLAIR & COMPANY
NATIONAL STATION REPRESENTATIVES
CHICAGO · NEW YORK · DETROIT · ST. LOUIS · SAN FRANCISCO · LOS ANGELES

ALL THIS . . .

Green Bay, Wis.
Appleton, Wis.
Oshkosh, Wis.
Fond du Lac, Wis.
Sheboygan, Wis.
Muskegon, Mich.
Grand Rapids, Mich.
Madison, Wis.
Racine, Wis.
Kenosha, Wis.
Dubuque, Iowa
Waukegan, Ill.
Rockford, Ill.
Elgin, Ill.
Aurora, Ill.
Clinton, Iowa
Davenport, Iowa
Moline, Ill.
Rock Island, Ill.
Elkhart, Ind.
South Bend, Ind.
Michigan City, Ind.
Gary, Ind.
Joliet, Ill.
Galesburg, Ill.
Peoria, Ill.
Bloomington, Ill.
Lafayette, Ind.
Danville, Ill.
Quincy, Ill.
Decatur, Ill.
Springfield, Ill.



When you use

WMAQ
CHICAGO

THE STATION MOST PEOPLE LISTEN TO MOST

Yes, sir, you have the attention of these 32 important trading centers in addition to Chicago when you use WMAQ.

A recent survey showed that people in the abovementioned points listen more to WMAQ than to any other Chicago station.

If you would like to know what these 32 trading centers outside of Chicago covered by WMAQ mean to you—just call or write and the information will be sent promptly.

WMAQ — Chicago — Superior 8300

Represented Nationally by the NBC Spot Offices in

New York Chicago Boston
Washington Cleveland
Denver San Francisco Hollywood

UP IN THE AIR ABOUT KITE (Ky.)?

If you're all confused about the sales possibilities in Kite (Ky.), and all the other little towns in this State, just remember this one important, down-to-earth fact: The Louisville Trading Area makes 17.6% *more* retail purchases than the rest of Kentucky *combined!* And don't forget that, with WAVE, it costs less to cover the whole area than with any other medium! Use WAVE, and watch your sales soar higher than a kite!

LOUISVILLE'S WAVE

5000 WATTS . . . 970 K. C. . . . N. B. C. Basic Red

FREE & PETERS, INC.
National Representatives

THE VOICE OF MISSISSIPPI

WJDX

5,000 D
1,000 N

JACKSON

N.B.C. RED

JACKSON SALES CONTINUE GAIN

18% increase in retail sales authoritatively predicted for Jackson for year ending Feb. 28, 1942.

Dollars and cents gain is expected to reach 5.8 millions for same period.

Invest your advertising dollars with WJDX—Dominant radio station in the growing Mississippi Market.

Member of Southcentral Quality Network

WJDX - WMC - WSMB - KARK
KWKH - KTBS

Owned and Operated By
LAMAR LIFE INSURANCE COMPANY
JACKSON MISSISSIPPI

War Code

(*Continued from page 11*)

SENTATIVE IS NOT IN FULL CONTROL OF THE PROGRAM.

III

FOREIGN LANGUAGE PROGRAMS

It is requested that full transcripts, either written or recorded, be kept of all foreign language programs; it is suggested that broadcasters take all necessary precautions to prevent deviation from script by foreign language announcers and performers. ("Foreign language" is here taken to mean any language other than English).

MISCELLANEOUS

From time to time, the Office of Censorship may find it necessary to issue further communications, which will either interpret certain existing requests, amend or delete them, establish new ones or cover special emergency conditions.

These communications will be addressed to managers of radio stations and networks. They should have preferential handling and it is therefore advisable that certain alternate executives be appointed to execute them in the absence of the regularly constituted authority. All such communications will be coded in numerical order, i.e.: R-1; R-2; R-3; etc. Stations are advised to keep them in careful filing order.

The American broadcasting industry's greatest contribution to victory will be the use of good common sense. Too frequently radio in general instead of the individual offender is blamed for even the most minor dereliction. If material is doubtful, it should not be used; submit it to the Office of Censorship for review. Free speech will not suffer during this emergency period beyond the absolute precautions which are necessary to the protection of a culture which makes our radio the freest in the world.

Broadcasters are asked merely to exercise restraint in the handling of news that might be damaging, for the Army behind the Army represents a great force in the war effort. Radio is advised to steer clear of dramatic programs which attempt to portray the horrors of combat; to avoid sound effects which might be mistaken for air raid alarms. Radio is one of the greatest liaison officers between the fighting front and the people. Its voice will speak the news first. It should speak wisely and calmly. In short, radio is endowed with a rich opportunity to keep America entertained and interested, and that opportunity should be pursued with vigor.

THE OFFICE OF CENSORSHIP,
BYRON PRICE, *Director*.

330,570
RADIO HOMES
(Certified Mail Count)
In Our Primary Located in a Boom Area!

WHEB
Portsmouth, New Hampshire
Nat. Reps.: JOSEPH HERSHEY McGILLVRA
Boston Rep.: BERTHA BANNAN

DURING BLACKOUTS in the Dallas-Fort Worth area Jan. 19 under the direction of the Army, stations of the twin cities plans cover the event from both land and air. All stations are to be fed the same program through the master control of WFAA in Dallas. Here is the group of representatives of five stations who are coordinating the activities. Clockwise, they are Hal Thompson, director of special events, WFAA, Dallas; Dale Drake, WRR, Dallas; Russ Lamb, KFJZ, Fort Worth; Charles Meade, Texas State Network; John Hicks, KGKO, Fort Worth-Dallas; Roy Flynn, KRLD, Dallas; Charles Jordan, WRR, Dallas; Clyde Rembert, KRLD, Dallas; Ken McClure, WBAP, Fort Worth, and J. W. Crocker, KRLD, Dallas.

FEDERAL BUREAUS ON CENSOR BOARD

APPOINTMENT of 16 representatives of Government departments and agencies in the Censorship Operating Board, which will utilize the specialized activities of the Governmental divisions represented, was announced Jan. 11 by Byron Price, Director of Censorship.

Those appointed were: State Department, Michael J. McDermott, chief of division of current information; Treasury, Herbert E. Gaston, assistant secretary; War Department, Maj. W. Preston Corderman, chief postal censor; Justice Department, Inspector L. A. Hince, FBI; Postoffice Department, Inspector William A. Kenyon; Navy Department, Capt. H. K. Fenn, chief cable censor; Commerce Department, Norman Baxter, assistant to the secretary; Board of Economic Warfare, Allen Peyser, consultant; Board of Governors of the Federal Reserve System, Ernest G. Draper, board member; FCC, E. K. Jett, chief engineer; Federal Loan Agency, W. C. Costello, assistant to the Federal Loan Administrator; Library of Congress, Luther H. Evans, chief assistant librarian; Maritime Commission, Mark O'Dea, director division of maritime promotion and information; Office of Coordinator of Information, David K. E. Brunce, special assistant; Office of the Coordinator of Inter-American Affairs, Francis A. Jamieson, chief of press division; Office of Government Reports, Lowell Mellett, director.

RADIO REPRESENTATIVES, Toronto, announce that they now represent CKMO, Vancouver, at Toronto and Montreal, and that as of Feb. 1, they will represent CKCL, Toronto, in Montreal.

WMCA Makes Shifts As Army Reduces Staff

DONALD S. SHAW, general manager of WMCA, New York, announced last week a number of staff promotions and changes at the station because of Army induction orders or resignations. Alun Williams, staff announcer, has been promoted to night program manager; Bob Bach, director of WMCA's *Platterbrains* program, becomes director of recorded music, replacing Paul Scheiner who has been inducted into the Army Air Corps. Bob White of the music department was inducted last week.

Other changes include the resignation of Robert Goldstein as director of the artists bureau, and Hal Janis as director of sports and news to join the Rockefeller Committee coordinating defense broadcasts to South America. The WMCA news department is being consolidated with the publicity department and special features under the direction of Leon Goldstein, with Fay Schulman promoted to assistant director of publicity and special features.

New MBS Affiliates

WJZM, Clarksville, Tenn., has joined MBS as that network's 195th affiliate. Operating on 1400 kc with 250 watts, WJZM is owned by W. D. Hudson. Effective Feb. 1, WAYS becomes the Charlotte, N. C. affiliate of MBS, replacing WSOC. WAYS owned by Inter-City Adv. Co., operates on 610 kc, 1,000 w.

NBC's 1941 Mail

THE YEAR 1941 was NBC's banner year in mail response, the network reports, estimating that more than 6,750,000 pieces of mail were received, making the rate total 18,493 persons writing to NBC each day in the year.

WOC for Tri-Cities
DAVENPORT • ROCK ISLAND • MOLINE
Ask your Agency to ask the Colonel!
FREE & PETERS, Inc., National Representatives

Frozen Assignments

(*Continued from page 9*)

with OPM, will issue high priority ratings for equipment procurement.

In the receiving set field, curtailment and the indicated complete stoppage of production would seriously affect thousands of radio dealers. But it is not expected to disturb listening or radio circulation, since there are some 57,000,000 receivers in use. Moreover, large inventories are held by dealers and the plan provides for an adequate supply of repair and maintenance parts and tubes.

The entire capacity of manufacturing plants, both receiving and transmitting, will be utilized for war production under existing plans. A greater part of two billion dollars in orders for Army and Navy radio equipment are being placed through 1942 and 1943.

Radio Manufacturers Assn. was quick to refute published reports that OPM would shut down radio production altogether. Bond Geddes, executive vice-president, said the industry is already widely engaged in military work and that reduced manufacture of civilian radio obviously is involved and an OPM order is expected shortly "curtailing civilian radio by about 30% during the first three months of this year, but not a complete shutdown". Further reduction later in 1942 is expected as the industry becomes more extensively engaged on the military program, he said.

The official policy, Mr. Geddes declared, is understood to contemplate supplies of tubes and other replacements and repair parts for sets and "we are not advised of any official plans for 'rationing' of radio. The average production has been about a million sets per month. Last year 13,100,000 sets were produced, or 2,000,000 more than the preceding year. The retail value of these sets was $460,000,000.

Receiving set plants, as well as the transmitter manufacturing plants, will be employed to produce sets for tanks, parachute troops, ground troops, mobile communications systems and other military pursuits. Large-scale production for the establishment of intercommunication systems in coastal areas, as civilian defense needs warrant, also is contemplated.

While the radio manufacturing business has a volume of around a half-billion dollars a year, the diversion to war production, with orders totaling in excess of a billion dollars, will not necessarily mean greater production profit. In business circles it was said the profit will not be as great on a dollar percentage basis but will aggregate more in volume by virtue of the more than doubled production ratio.

PRESS-RADIO PROBE TO RESUME JAN. 21

WITH THE reopening of the newspaper-radio inquiry next Wednesday, the Newspaper-Radio Committee will begin presentation of its affirmative case, with appearances scheduled for three of the nation's foremost journalistic professors. They are Dr. Ralph D. Casey, director of the Minnesota School of Journalism; Frank Luther Mott, director of the School of Journalism of the U of Iowa, and Dr. Frederick S. Siebert, director of the School of Journalism, U of Illinois.

The three witnesses probably will consume the time of the first week's session Jan. 21-22-23. They will be followed by other journalism and radio witnesses, with the presentation of financial and economic data, to offset FCC analysis, likely to be the high spot.

The proceedings have been stepped up three days a week by the FCC toward the goal of bringing them to a speedy conclusion. Proposals by the Newspaper-Radio Committee that the inquiry be dropped for the duration was rejected by the FCC Dec. 30 [BROADCASTING, Jan. 5].

Facts on Releases

FACTS about the radio industry were included at the bottom of several pages of the NBC-Red news releases dated Jan. 8, whenever data on programs or talent did not quite fill the page.

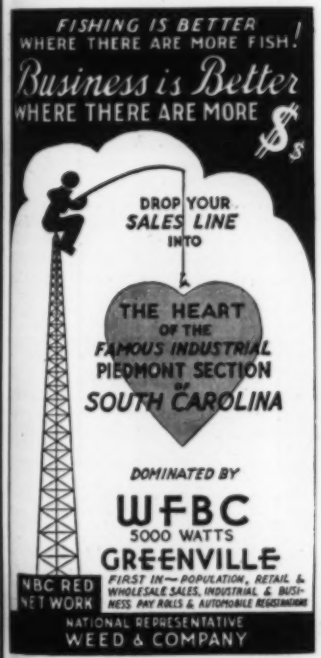
WJNO Plays Cupid

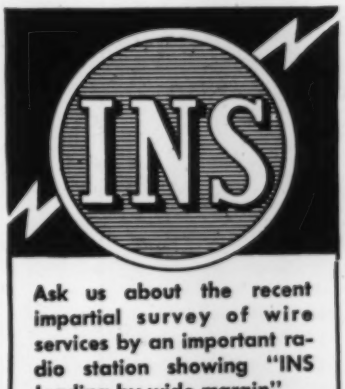
SWEETHEART'S birthday message to a British flying cadet training at Clewiston, Fla., was delivered Jan. 10 through the cooperation of WJNO, West Palm Beach. Marjorie T. Irman, East Croyden, Surrey, England, made the request and specified the song, "Yours". Mary Helen Shelton of the WJNO staff sang "Yours" to Cadet John E. Cowan. Station later presented Cowan with a transcription of the complete birthday message and program.

Mennen Cancels

CURTAILMENT of raw-material ingredients, especially alcohol, has led Mennen Co., of Newark to cancel *Capt. Flagg & Sgt. Quirt* on 92 NBC-Blue stations, Sundays, 7:30-8 p.m. after the Jan. 25 broadcast. Starring Victor McLaglen and Edmund Lowe in title roles, program written for radio by John P. Medbury, started Sept. 28. [BROADCASTING, August 18]. Agency is Russel M. Seeds Co., New York.

VICK KNIGHT, producer of the Fred Allen *Texaco Star Theatre* program, who wrote the song "We've Got a Job to Do" for the Dec. 19 broadcast, received so many requests for permission to use the song, that he has had it published, and has assigned royalties to the Red Cross.


FISHING IS BETTER WHERE THERE ARE MORE FISH!
Business is Better WHERE THERE ARE MORE $s
DROP YOUR SALES LINE INTO
THE HEART OF THE FAMOUS INDUSTRIAL PIEDMONT SECTION OF SOUTH CAROLINA
DOMINATED BY
WFBC
5000 WATTS
GREENVILLE
NBC RED NETWORK
FIRST IN — POPULATION, RETAIL & WHOLESALE SALES, INDUSTRIAL & BUSINESS PAY ROLLS & AUTOMOBILE REGISTRATIONS
NATIONAL REPRESENTATIVE
WEED & COMPANY


INS
Ask us about the recent impartial survey of wire services by an important radio station showing "INS leading by wide margin".
INTERNATIONAL NEWS SERVICE

"US RED RIVER VALLEY FOLKS CUT FANCY FIGURES ON SALES CHARTS, TOO! FER YOUR INFORMATION, WDAY IS OUR STATION—THE ONE STATION SERVING THE WHOLE VALLEY!"
WDAY FARGO, N. D. 5000 WATTS - NBC
AFFILIATED WITH THE FARGO FORUM
FREE & PETERS, NAT'L REPRESENTATIVES

Radio Problem Receives Study By Selective Service System

SYMPATHETIC attention to the problem of induction of broadcast station personnel, especially technicians, with a possibility that definite rules will be established, is being devoted by Selective Service officials, it was indicated last Thursday by Brig. Gen. Lewis B. Hershey, Director of Selective Service.

"The subject of deferment of radio station employes has created much discussion in selective service official circles," the general stated, "and deep consideration has been given the problem of inducting radio station personnel, especially those engaged in technical operations."

Young Employes

"One of the difficulties encountered in laying down specific rules or regulations regarding this type of civilian employment," he added, "is due to the fact that most of the employes have been found to be young and in the desirable age group for induction into the armed forces."

"However," Gen. Hershey continued, "I feel that there is justification in station employes requesting deferment, especially so if the induction of the employes would result in serious disruption or cessation of the operation of the station affected."

In amplifying this statement Gen. Hershey stated that stations perform an essential duty in the war effort, pointing out the use of radio in the dissemination of war information and maintenance of morale.

The selective service head indicated that because of the difficulty of making blanket rules for civilian employment classifications, the matter of station employe draft status would necessarily have to be handled by local boards with discretion in each specific case being a local consideration.

P. & G. Buys Classic

PROCTER & GAMBLE, Cincinnati (Drene shampoo), starting Jan. 24 will feature "Abie's Irish Rose" for an indefinite run on *Knickerbocker Playhouse* heard on 30 NBC-Red stations, Sat., 8-8:30 p.m. Anne Nichols, author-producer-director of the legitimate show which ran for five years on Broadway, will write the script and direct the radio version. With the start of the series *Knickerbocker Playhouse*, which now originates in Chicago, and is handled by that office of H. W. Kastor & Sons, moves to New York with the agency's New York office taking over.

String Orchestra on FM

NEWLY - ORGANIZED Boston String Orchestra made its debut over W43B, FM adjunct of the Yankee Network, Boston, Jan. 11. In addition the program was relayed to W39B, Mt. Washington, N. H., W65H, Hartford and W47A, Schenectady. Other concerts of the season will be broadcast by the Yankee stations.

ASSISTANT TO PRESIDENT of RCA is new title of Dr. Charles B. Jolliffe (left), a post he holds in addition to his title as chief engineer of RCA Laboratories. Moreover he is a member of several committees of the Defense Board and has been aiding the Office of Scientific Research & Development. David Sarnoff, RCA president, announced the appointment. Here is Dr. Jolliffe as he talked last week with Señor Adolfo T. Cosentino, Argentine director of radio communications, at the Waldorf-Astoria. Other RCA and NBC officials were present at a dinner for Señor Cosentino.

New Phila. FM

PHILADELPHIA's sixth commercial FM station was authorized last Tuesday when the FCC issued its first construction permit of the year for high-frequency facilities to the William Penn Broadcasting Co., also licensee of standard station WPEN. Grant specified operation on 47.3 mc. to cover 9,300 square miles and call letters of the new outlet will be W73PH. Total commercial FM stations to date number 61. The five other FM stations in the Quaker City are also affiliated with standard AM stations. They are: W49PH (WIP); W53PH (WFIL); W57PH (KYW); W69PH (WCAU); and W81PH (WIBG).

Writers Organize Chicago War Unit

Meeting Called for Defense Becomes Union Project

CHICAGO radio writers and producers at a meeting at the Drake Hotel in Chicago last Tuesday selected an advisory committee to organize the Midwest Radio Writers War Effort Committee under chairmanship of Henry Carlton, New York, national president of the Radio Writers Guild, associated with the Authors League of America.

Formed at the request of the OEM, the writers group plans to disseminate vital Government information and at the same time maintain entertainment values. Discussion centered around the importance of daytime serials in conveying the civilian defense aims for economy in the home.

Advisory Group

Members of the Chicago advisory committee are: Mel Williamson, producer of NBC-Red *Wings of Destiny*, chairman; Max Wylie, vice-president and radio director of Blackett-Sample-Hummert, Chicago; George Steelman, continuity director of WBBM; Jack Payne, WGN continuity; Jim Peas and Leslie J. Edgley, NBC news; George Roosan, CBS producer; Pauline Hopkins, author of NBC-Red *That Brewster Boy;* Bill Costello, WBBM news; Clifton Utley, WGN commentator; Oren Tovrov, author of NBC-Red *Ma Perkins.*

Second meeting of the War Effort Committee will be held the last week of January, according to plans announced by Williamson, and at that time lists of volunteers will be selected for defense programs.

Discussion of organization of a Chicago Radio Writers Guild followed appointment of members for the War Effort Committee. This aspect of the sessions had immediate repercussions, with complaints reaching Washington. These protests were against use of a wartime venture for what were described as union springboard purposes.

RICHARD HUDNUT Co., New York (cosmetics), last week announced it will shift its account to a new agency, with Benton & Bowles, New York, now handling the account, continuing until the new agency is selected.

REL
FM's PIONEER MANUFACTURER
NEWS! NEWS! NEWS!
The REL DL line of FM transmitters employs the NEW Armstrong phase shift modulator.
Only REL FM broadcast transmitters give you the advantages of this latest Armstrong development.
RADIO ENGINEERING LABS., INC.
Long Island City, N.Y.

NOT TOO LITTLE - - - *NOT* TOO LATE

These four words are the epitaph written for the people of so many countries in Europe! "Too Little . . . Too Late" to save France, to succor Holland, to help Belgium and Greece.

WE WILL NOT HAVE THAT HERE IN AMERICA

We will not do too little. We will not be too late. One hundred and thirty million Americans are today united in their determination that the rising sun of aggression must set. WE ARE AT WAR. We are just *beginning*. We are fighting the Japanese. We are fighting Hitler. We are fighting Mussolini.

WE WILL NOT DO TOO LITTLE . . . WE WILL NOT BE TOO LATE

THERE IS STILL ANOTHER WAR

We have been fighting it here in the United States every year, all year, for nine years. It is a war led by our Peace-and-War Leader—President Franklin D. Roosevelt.

IT IS OUR NEVER-CEASING WAR AGAINST INFANTILE PARALYSIS
WE WILL NOT DO TOO LITTLE. WE WILL NOT BE TOO LATE.

January 12 officially opened the annual Appeal of the Committee for the Celebration of the President's Birthday for the National Foundation for Infantile Paralysis. On January 30, the entire nation will honor President Roosevelt with a Diamond Jubilee Birthday Celebration.

Stars of the stage, screen and radio have already contributed their talents to the most noble cause of current times.

Scores of radio stations have already volunteered their facilities and cleared their time.

BUT, NOT ENOUGH ★★ WE ARE APPEALING TO THOSE OF THE ENTERTAINMENT WORLD . . . WE ARE APPEALING TO THE RADIO STATION OWNER, MANAGER, ANNOUNCER, AND ADVERTISING EXECUTIVE . . . TO HELP US

FIGHT INFANTILE PARALYSIS

DO NOT DO TOO LITTLE. DO NOT BE TOO LATE.

★

THE COMMITTEE FOR THE CELEBRATION OF THE PRESIDENT'S BIRTHDAY
FOR THE NATIONAL FOUNDATION FOR INFANTILE PARALYSIS

50 East 42nd Street, New York City

G. W. JOHNSTONE	KEITH MORGAN	J. H. KNOX
Chairman, Radio Division	National Chairman	Radio Director

AL PEARCE
AND HIS GANG

ELSA MAXWELL

DR. HARRY HAGEN
AND HIS
"TRUE OR FALSE"
SHOW

ALL NOW ON

5,000 Watts Day and Night WING NBC Red and Blue Nets
THE DAYTON, O. STATION

Nat. Rep., Paul H. Raymer

WCAR

We've Got
POWER 1000 Streamlined Watts
PROGRAMS Built by a Big Time Production Staff
COVERAGE That Hits Into Widespread Industrial & Rural Markets
LISTENERS With Money to Spend Who Prefer WCAR
all at LOW COST!

GET THE FACTS FROM WCAR
PONTIAC • MICH.
THE FOREMAN CO. NATIONAL REPS
CHICAGO • NEW YORK

U.P. gives you
"THE WORLD'S BEST COVERAGE OF THE WORLD'S BIGGEST NEWS"

USE RADIO
WOW
OMAHA
FOR 276 RICH COUNTIES
Mainly in Nebraska and Iowa
590 KC. • 5000 WATTS
JOHN J. GILLIN, JR., GEN'L MGR.
JOHN BLAIR CO., REPRESENTATIVES

Network Rules Up To Court

(*Continued from page 22*)

ter these acts. Mr. Cahill attacked the "purely selfish interest" of MBS, which he charged was operated by "big stations and regional networks".

Holding that the order was reviewable and that serious injury would result to NBC, Mr. Cahill said that notice of cancellation of contracts had been received from some 50 stations since the issuance of the regulations last May 2. He asked that the decision be reserved at least until all evidence is taken on the question of the court's jurisdiction.

The FCC has admitted the regulations are "experimental" and he concluded that in his judgment there never had been a stronger showing made for a temporary injunction.

Death Blow, Says Hughes

Mr. Hughes, appearing for the first time as CBS counsel, contended the regulations, instead of promoting competition, would seriously lessen it. A death blow would be struck network advertising as it is known today, he asserted.

"The whole business of a national radio network depends on its ability to sell the time of its stations to a national advertiser," he explained. "To negotiate successfully the network must be able to state concretely what it has to offer. It sometimes requires months of market study and research, program planning and negotiations before an advertiser can decide whether or not to use network broadcasting, and if so, what stations and program to utilize. Under the regulations the network would be in no position to make a firm offer of any definite program coverage during this period of negotiations."

Reviewing the six FCC rules being challenged, Mr. Hughes said that practically all contracts of CBS with stations have five-year terms. He called these necessary because of long-term commitments for buildings, studios and other essential obligations.

The effect of the rule banning ownership of stations by networks in cities having less than four full-time outlets will immediately be felt on WBT, Charlotte, he said, where only two stations are licensed. Notice already has been served, he said, that the station license will not be renewed. He said he had been told also that there was a "very strong possibility" that the licenses of WCCO, Minneapolis, and WJSV, Washington, likewise would not be renewed.

Loss of exclusive affiliation, Mr. Hughes said, would undermine the whole broadcasting structure. It would result in outlawing the very features of network broadcasting that have resulted in radio's meteoric development. These covered the very factors praised by the FCC in its report on its network monopoly inquiry.

The FCC, Mr. Hughes said, is laboring under a misapprehension as to its duties under the Act. He also cited the Sanders case, declaring that the highest tribunal said that Congress "intended to leave competition where it found it". Any attempt by the Commission to strip networks of program material is interference with competition, he declared.

"Exerts Compulsion"

The Commission's action, he said, is the antithesis of the proper application of the standard of public interest, convenience and necessity. He called it a "flagrant misuse of its licensing powers", since it would cut off the program supply of networks to some 300 stations. Because the FCC order "exerts compulsion", he declared, it is reviewable by the court.

Stations have indicated they would not contest the rules, he said, because they do not want to "incur the displeasure of the Commission".

Mr. Taylor, in a forceful argument that won praise of observers, contended the Government has ample legislative authority for the issuance of the rules. Rules of this type have never been challenged before, he declared, calling them "mere declarations of policy".

Seeking court action on his motion to dismiss and denial of the pleas for temporary injunction, Mr. Taylor argued the regulations were necessary to preserve and promote competition between stations and to insure the fullest use of radio facilities for the public service.

Taylor's Argument

There are only 35 cities with four or more stations, he declared, and unless exclusive affiliations and time options are eliminated, as proposed in the rules, competition among networks is restricted. He said that dual network operation was no longer involved in the case, since NBC had segregated the Blue from the Red.

Challenging arguments of the networks that valuable sustaining service is provided, Mr. Taylor said stations make "very substantial indirect payments" for such service in free time and in other ways.

Whereas Messrs. Cahill and Hughes had cited Senator Dill as authority for their contention that the Commission was never empowered to regulate business practices, Mr. Taylor quoted from other comments by Senator Dill to prove that the authority had been vested in the Commission.

When Judge Hand asked why the FCC had not exercised its right to revoke a license and thereby bring the rules into direct litigation, Mr. Taylor said this was "a very cumbersome process".

Regarding exclusive affiliation, Mr. Taylor said some 30 stations are affiliated both with NBC and MBS, and as to these outlets, the exclusive contracts do not exist. If it can function in that manner for those stations, he said, it could be applied universally without serious repercussions.

Works Only One Way

By increasing the time option call period from 28 to 56 days, Mr. Taylor said, it would make possible the sale of more local and spot time by affiliates. He also relied upon the Sanders case to buttress his contention that the FCC had jurisdiction. He quoted an excerpt from this important decision that Congress had not "abandoned the principle of free competition" in radio.

Insisting that freedom of speech was in no wise involved and declaring that the rules were reasonable, Mr. Taylor called upon the court to decide the question on what was before it. He contended the Commission could have issued

NINTH CONSECUTIVE annual contract for a schedule on WSJS, Winston-Salem, N. C., was signed by W. P. Covington Jr. (right), manager of Anchor Co., department store. Anchor has found radio a good investment, according to Mr. Covington. "Radio has done an excellent job for us and I believe that it can do the same for other department stores if given the opportunity." Watching the ceremony is Bob Lambe, WSJS salesman.

KINY
"The Friendly Voice of the Capital"

"Do You Know"
Over half the people in Alaska listen to KINY. Your message on KINY will get action that rings the cash register.
Executive Offices
Am. Bldg., Seattle, Wash.

1000 WATTS · 5000 WATTS UNDER CONST.
Juneau-Alaska
JOSEPH HERSHEY McGILLVRA
NATIONAL REPRESENTATIVES

the regulations without hearing, but by "grace and favor" it had held protracted hearings.

Judge Goddard inquired why it was advisable to permit a station to have first call on the time of the networks but "not the other way around". He said as he understood it, the station actually acquires a firm option on network time, but the network is not permitted to acquire an option on the station's time, except on a non-exclusive basis.

"It seems to me that you won't allow a station to do indirectly what you allow it to do directly," he commented.

When Judge Hand began to propound a question, an FCC attorney passed to Mr. Taylor a note. Judge Hand clipped his question short. Afterward he said that he "resented the deflection of attention".

Mr. Taylor commented on the intervention of WOW, Omaha, and WHAM, Rochester, in the preceedings on behalf of NBC. He pointed out that WHAM has an evening hour rate of $380, whereas the second station has a rate of $180. While the WOW rate is $340 for an evening hour, the second station rate is $260. He called them the largest stations in their respective cities and said that if business would gravitate to bigger stations, as the networks had contended, then these stations would stand to benefit.

Licenses To Expire

Attacking the court's jurisdiction, Mr. Harris contended the regulations are not reviewable at this time by any court but that if any court has jurisdiction "it is this court". He said the FCC had adopted a minute last October which provides the method by which a station can raise the jurisdictional question. He said he felt the question could be better litigated after further administrative proceedings before the Commission, involving renewal proceedings against affiliates who have not abided by the regulations.

The court, however, did not appear to go along with this contention. Judge Hand observed the networks had contended they are helpless unless they have some relief in equity because their affiliates would drop off.

Mr. Harris said many stations will have their licenses expire Feb. 1. The only thing that had prevented the Commission from setting these applications for renewal is the restraining order holding the rules in abeyance. He added that nothing would ever happen to these stations until the proceedings had ended and that they would be given renewals of licenses anyway if they agreed to comply with the regulations.

Although the regulations have no legal effect, Mr. Harris said, they have encouraged affiliates to "assert themselves" and procure better contracts from the networks.

Answering the contention of impairment of freedom of speech, Mr. Harris said the American Civil Liberties Union has supported the regulations and takes the position that they would promote freedom of speech.

In opening his argument, with only 43 minutes of time remaining, Mr. Caldwell sought additional time. This was denied him by Judge Hand at the outset in a stiff colloquy but afterward an additional half-hour was allowed in two 15-minute blocks. He contended the FCC had ample jurisdiction as reflected in the history of the original Radio Act of 1927 and in subsequent expression in Congress and the courts.

MBS Argument

Challenging the NBC-CBS contentions that option time is essential, Mr. Caldwell said these networks use only a small fraction of time for programs. He cited the inability of MBS to procure outlets in important markets, such as Des Moines. When the network is unable to provide such outlets, it stands to lose an account entirely, he continued. MBS' main competition, he said, is with the Blue. In 26 important cities, he declared, MBS is on the least desirable stations and in 20 others it can't get in at all because of the exclusive option.

Mr. Caldwell recited the recent Ballentine Ale experience, which shifted from MBS to the Blue after the Blue purportedly exercised its time options. Loss of this unusually popular program, which had added a great deal of prestige to MBS, was a serious blow, he said.

Then he revealed that the Coca Cola program now on MBS six nights a week and which accounts for 2¼ million dollars in annual revenue, or one-third of the network's gross, is in question.

"NBC is trying to get that away," he said. He charged that NBC is seeking to exercise its option on Blue stations which also carry this program for MBS. Some of the Blue stations have been "holding out on NBC," he said, because of the prospect of the FCC rules becoming effective. If they do not go into effect, he said MBS may lose the business.

Moreover, Mr. Caldwell charged the Blue Network changed its policy to get the Ballentine program, since it had not accepted beer advertising for several years. It is still banned on the Red Network but it is "O.K. on the Blue", he said.

When Mr. Caldwell began analyzing the revenues of the major networks, Judge Hand interposed that he did not regard the argument as "very material". Mr. Caldwell said the gravity of the situation was such that if a temporary injunction is issued, "it would be almost fatal to us". He expressed the hope that the court would be disposed to act immediately but Judge Hand said he would be disappointed on that score.

He asked the court to be on its guard against statements made by Niles Trammell, NBC president, in his detailed affidavit "because it does not present a true picture". Mr. Caldwell said there was no mystery about the business aspects of network broadcasting. He said there would be no chaos or confusion under the regulations and no danger of the business "going to another medium". There would be no difficulty in clearing time, he said, because MBS can clear an active network within an hour.

The idea that business will gravitate to larger cities is "surprising", Mr. Caldwell said, because that's where it is already. He also disparaged the contention that a "super network" might develop.

Stamps for Lunch

HERE'S the latest method of aiding Uncle Sam. Jack Dunn, news editor of WDAY, Fargo, N. D., carries his lunch to work. With lunch money saved he purchases defense stamps. Idea is spreading so widely through station personnel that it is planned to establish a "mess hall" for the lunch carriers.

Black to Meyerhoff

JOHN H. BLACK, former publisher of the *Milwaukee Sentinel* and *Wisconsin News*, has joined the executive staff of Arthur Meyerhoff & Co., Chicago. A graduate of the U of Wisconsin, Mr. Black was successively a member of the sales staff of the *Chicago American*, advertising manager of the *Wisconsin News*, assistant publisher of the *Chicago American* in addition to his publishing positions. He was also, until 1938, president of the John H. Black Building Corp., builders and realtors, Houston.

Think of
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QUALITY
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Think of quality transcription processing and you think of CLARK. That's natural as ABC. Since radio's pioneer days CLARK has been the symbol for pride of workmanship and dependability of performance. All over America electrical transcriptions bear the stamp of CLARK experience. Today nearly every sizable transcription producer is a CLARK client. How about you?

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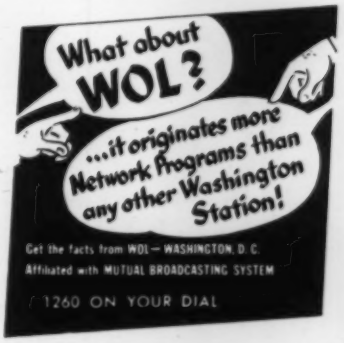

What about WOL?
...it originates more Network Programs than any other Washington Station!
Get the facts from WOL— WASHINGTON, D.C.
Affiliated with MUTUAL BROADCASTING SYSTEM
1260 ON YOUR DIAL

BROADCASTING CODE PLANNED IN CANADA

FAR-REACHING radio reform in commercial programs is overdue in Canada and the United States, Maj. Gladstone Murray, general manager of the Canadian Broadcasting Corp., told the Ottawa Canadian Club at luncheon Jan. 14. He stated the CBC was taking the initiative in establishing a new code of good taste to be accepted and applied by all North American networks.

His reference to the proposed code was made when he spoke of commercial programs, which accounted for an average of 16% of broadcasting time on CBC.

He mentioned an afternoon group of serials which he termed the "war of the soap operas," but he said he was not saying any special set of commercial programs was simply trash. "But I am suggesting that an improved ethical tone flowing from a greater sense of public responsibility should characterize many commercial programs," he said.

The CBC from Nov. 2, 1936, to March 31, 1941, had a surplus of $1,000,000.

More than 80 New York televiewers have offered to contribute to a branch of the "blood bank" established by NBC's television department for the benefit of soldiers and sailors, after announcements were made on station WNBT, NBC video adjunct. In recognition of the gifts, the department is giving each donor a monogram of WNBT's call letters.

Revere Joins Bates

TOM REVERE, vice-president in charge of radio of Benton & Bowles, New York, resigned effective Feb. 1 to become radio director of Ted Bates Inc., that city, succeeding Jack Runyon who resigned last week. At the same time Benton & Bowles announced a reshifting of executive duties in the radio department with Kirby Hawkes, in charge of daytime radio becoming production and creative head of all agency radio shows originating in New York; and Esty Stowell, formerly an account executive taking over as business manager. Mr. Revere came to B & B in 1930 as publicity director, was made radio director in 1934 and vice-president in 1937. Previous to 1930 he was assistant city editor of the *New York Post*.

Lorr to Use Spots

LORR LABS., Paterson, N. J. (Dura-Gloss nail polish), about Feb. 15 starts a campaign of one-minute transcribed announcements four times weekly in 19 markets. Station list has not yet been set up, according to H. M. Kieswetter Adv. Agency, which handles the account. Contracts will be for 13 weeks.

LARGE American flags are being placed in all the major studios of NBC. They hang on upright standards at the side of the stage in studios which have facilities for audiences.

In CANADA—It's the 'All-Canada' Stations

TOP YOUR SALES QUOTA IN WESTERN CANADA OVER THE ALL-CANADA STATIONS

Look at Canada's Western markets from the "High Riggers" perch and you will find them big in sales potential. SPEAK to those markets through spot programmes over the 'All-Canada' stations and convert *potential* sales to *orders*. For Western listeners are tuned in on all Canada—and 'All-Canada' stations are tuned to the key markets of the West. First in listener preference—first in local merchandising cooperation—first in technical programme service.

Check with your advertising agency or All-Canada representative

THE ALL-CANADA 'WESTERN GROUP'

British Columbia		Edmonton	CJCA	Manitoba	
Victoria	CJVI	Grande Prairie	CFGP	Winnipeg	CJRC
Trail	CJAT	Lethbridge	CJOC		
Kelowna	CKOV				
Vancouver	CKWX				
Kamloops	CFJC	Saskatchewan			
		Moose Jaw	CHAB		
Alberta		Prince Albert	CKBI		
Calgary	CFAC	Regina	CKCK		

ALL-CANADA

Exclusive Representatives

U.S.A.-WEED and COMPANY

CANADA—All-Canada Radio Facilities Limited

V for 30

SYMBOL "30" for "end" used by newspapers and station newsrooms has disappeared from continuity and publicity of WCKY, Cincinnati. Instead the Morse code symbol for "V" (for victory) consisting of three dots and a dash now is used.

SPONSORS ADVISED TO REMAIN ON AIR

RADIO salesmen must encourage their accounts to stay on the air during the war because the man who has kept his name and his product or services before the public is the one who is going to stay on top after the war, Arthur Horrocks, public relations director of the Goodyear Tire & Rubber Co., Akron, told the fourth annual meeting of the Ohio Assn. of Broadcasters Sales Institute meeting in Columbus, Jan. 9.

R. M. Dowling, sales manager, Sanforized Division, of Cluett-Peabody Co., New York, said that in order to sell department stores successfully on radio advertising, "you've got to talk their language and know all about the operation of the store because it's a combination of a number of small stores with a manager." He advised that department stores be sold institutional programs rather than merchandising shows.

"The department store program to be a success," he said, "should be on the air daily. Avoid short-term contracts because radio must be given a fair trial. Short-term contracts are neither fair to the advertiser nor to the station."

John Outler, sales manager of WSB, Atlanta, described the operation of that station's sales force and the Georgia Radio Sales Institute which was organized last year and modeled after the Ohio institute.

Carnation Renews Discs

CARNATION Co., Milwaukee, Wis. (irradiated evaporated milk), has renewed for 52 weeks its quarter-hour transcriptions of *Arthur Godfrey* and *Carnation Boquet* on 36 stations. Agency is Erwin, Wasey & Co., New York.

A. C. MONAGLE, since 1930 vice-president of Standard Brands, New York, has retired from active business, effective Jan. 2.

Columbia's Station for the SOUTHWEST

KFH

WICHITA KANSAS

Call Any Edward Petry Office

New Fight Begun On Benny Renewal

$25,000 Called New Figure; General Foods Adamant

AS CONTRACT expiration date draws near, a new battle of the agencies is centering around Jack Benny, comedian, for approximately 10 years star of the weekly NBC *Jack Benny Show*, sponsored by General Foods Corp. for Jell-O. Benny, packaged with the present show cast, is being offered to advertising agencies and prospective sponsors for a flat $25,000 per week by A. & S. Lyons Inc., his agents.

Offer covers the 1942-43 radio season with options. Benny is reportedly receiving $18,500 weekly for the current packaged show which includes besides himself, Mary Livingstone, Phil Harris and orchestra, Dennis Day, vocalist, Don Wilson, announcer, with Bill Morrow and Ed Beloin, writers, as well as Rochester (Eddie Anderson).

General Foods Adamant

Tom Harrington, Young & Rubicam, New York vice-president in charge of radio, and L. N. Brockway, agency vice-president on the Jell-O account, flew into Hollywood Jan. 12 for conferences with Benny and his agent. It is understood that General Foods offered to renew the package show for the coming season, under the present contract figure, but turned down the $25,000 per week request.

Although there was no confirmation, Lawton Campbell, New York vice-president and radio director of Ruthrauff & Ryan, slated to arrive in Hollywood last Thursday, was also to confer with Benny.

Campbell ostensibly is in Hollywood for program conferences on the Lever Bros. (Lifebuoy) account, recently acquired. Ward Wheelock, head of the Philadelphia agency bearing his name, reportedly made a deal last year with Benny for an unnamed client, but it was called off when the comedian decided to remain with General Foods. It is expected Wheelock will again put in his bid.

When Benny re-signed last year with General Foods at the reported figure of $18,500 it was with provision that the NBC-Red network time revert to his control at close of the current season in June. Agreement also included replacement of his live West Coast repeat with a transcribed version of the early broadcast, long opposed by the sponsor.

Benny, following the Jan. 25 broadcast will originate his show from New York for two weeks with a program also to emanate from Great Lakes Training Station at Chicago. Although shift to New York is done a couple times yearly for change of scene, it is generally believed that he'll listen to talk from various agency heads and prospective sponsors before returning to Hollywood.

Our task now is

. . . to do our part towards contributing to the national morale by assuring that the American people shall continue to be the best informed people in the world.

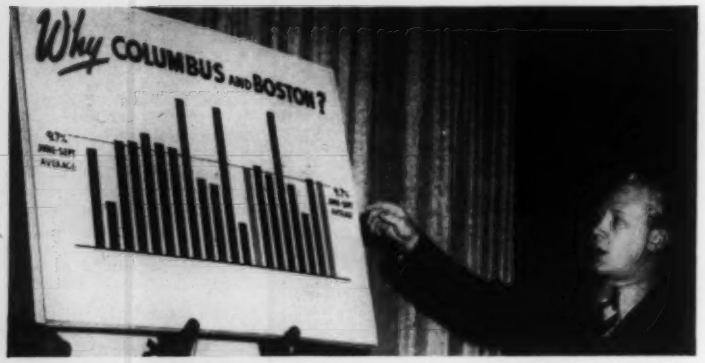
We have formulated no new policies with regard to the war. It is of the essence of radio broadcasting that it should be swiftly and flexibly responsive to the ever-changing opportunities and ever-changing needs of a democracy.

Many of the patterns of peace will, of course, continue in our broadcasting, but with a new significance. Religious programs will nourish the deepened need for spiritual values in the trying times ahead. Listening to great music will have, for millions, a new and richer meaning in a nation at war. Light and gay music, as well as programs of fun and frolic, will have their place too—perhaps a stronger place than ever, because buoyancy and laughter play a vital part in winning wars.

Columbia will devote itself without stint to this opportunity to serve the nation.

From the annual statement of
William S. Paley, President

THE COLUMBIA BROADCASTING SYSTEM



HOW WE KNOW how they listen was explained by Dr. Frank N. Stanton, CBS director of research and acting director of sales promotion speaking before the Boston Advertising Club. He used charts to illustrate his data.

AFRA Approaches Talking Musicians

Says They Should Join Since Parts Are Mostly Vocal

QUESTION of union status of musicians and orchestra leaders on radio programs chiefly as actors, with extensive speaking parts, will be discussed at a meeting between James S. Petrillo, president of the American Federation of Musicians, and officials of the American Federation of Radio Actors.

Long a point of issue, the matter has never been raised nationally, being settled by the local unions whenever it arose. Recently, however, AFRA executives on the West Coast asked Kay Kyser, conductor of the *Kollege of Musical Knowledge* for Lucky Strikes on the Red Network; Paul Whiteman on the *Burns & Allen* show also on the Red for Swan Soap, and Bob Crosby, on the Ballentine Beer program on the Blue, to take out AFRA memberships since their radio roles are largely speaking rather than playing or conducting.

Refused to Comply

The musicians refused to comply, stating they are already members of AFM, which should be enough.

Question had reached the ultimatum state early last week, with AFRA ready to notify the sponsors that its members would not appear on the programs unless Kyser, Whiteman and Crosby took out AFRA cards, but action was deferred until the national officers of the two AFL unions have talked the matter over in New York.

CBS GROSS SALES BY MONTHS

	1941	1940	% Increase
Jan.	$3,909,638	$ 3 575.946	9.3
Feb.	3 502.557	3,330,627	5.1
March	3,928,902	3,513,170	11.8
April	3,891,422	3,322,689	10.7
May	3,825,466	3,570,727	7.1
June	3,706,983	3,144,213	17.9
July	3,498,594	3,071,398	13.9
Aug.	3,414,820	2,875,657	18.7
Sept.	3,527,262	3,109,863	13.4
Oct.	3,898,979	4,001,492	*2.5
Nov.	3,708,095	3,689,778	.5
Dec.	3,771,654	3,819,989	*1.3
TOTAL	$44,584,378	$41,025,549	8.7

* Decrease.

Serial Renewals

FIVE TIMES weekly serial *Betty & Bob*, now in its second year as an NBC Radio-Recording Division feature and currently on 29 stations under sponsorship of regional and local advertisers, has been renewed for 13 weeks by two of its sponsors. Union Biscuit Co., St. Louis, has renewed the show through its agency Gardner Adv., St. Louis, on KSD WJDX WAML WQBC and WFOR, and has added to the schedule stations WREC WGBF KWTO KMLB and WCOC. Also renewing the serial is A. E. Staley Mfg. Co., Decatur, Ill., through Blackett - Sample - Hummert, Chicago, on WTAM WPTF WENR and WDAF.

WISN
MILWAUKEE
5,000 WATTS DAY & NIGHT
COLUMBIA
International Radio Sales — Representatives

CBS Billings by Agencies, Accounts

(Continued from page 18)

H. M. KIESEWETTER ADV. AGENCY		$217,584
Bathasweet Corp.	20,176	
Mennen Co.	90,528	
Penn Tobacco Co.*	106,880	
ARTHUR KUDNER Inc.		718,804
Florida Citrus Commission	271,145	
General Motors Corp.	6,431	
United States Tobacco Co.	441,228	
LENNEN & MITCHELL, Inc.		44,144
P. Lorillard Co.—		
Old Gold Cigarettes	1,584	
Beechnut Cigarettes	13,299	
Sensation Cigarettes	29,261	
LEON LIVINGSTON AGENCY		5,597
Nestle's Milk Products	5,597	
LOCKWOOD-SHACKELFORD ADVERTISING AGENCY		16,690
Breakfast Club Coffee	16,690	
LOGAN & ARNOLD		521
Vultee Aircraft Corp.	521	
LONG ADV. SERVICE		4,413
Gallenkamp Stores Co.	4,413	
LORD & THOMAS		2,181,357
Albers Brothers Milling Co.	16,224	
American Tobacco Co.	974,333	
Armour & Co.	404,593	
California Fruit Growers Exchange	452,206	
Colgate-Palmolive-Peet Co.—Dental Cream*	14,120	
International Cellucotton Products Co.	46,022	
Luxor, Ltd.	248,515	
Union Oil Co.	25,344	
J. M. MATHES Inc.		270,635
Magazine Repeater Razor Co.	264,498	
Luden's Inc.	6,137	
MAXON Inc.		172,804
Gillette Safety Razor Co.	152,105	
C. F. Mueller Co.	20,699	
McCANN-ERICKSON		1,633,821
Chesebrough Mfg. Co.	474,457	
Ford Motor Co.	900,518	
Pacific Coast Borax Co.	258,846	
McCARTY Co.		15,701
Seaside Oil Co.	15,701	
ARTHUR MEYERHOFF & Co.		1,110,684
Wilmington Transportation Co.	13,737	
William Wrigley Jr. Co.*	1,096,947	
C. L. MILLER Co.		136,872
Curtiss Candy Co.	136,872	
RAYMOND R. MORGAN Co.		194,161
Los Angeles Soap Co.	121,765	
Planters Nut & Chocolate Co.	72,396	
MORSE INTERNATIONAL		75,214
Vick Chemical Co.	75,214	
NEWELL-EMMETT Co.		1,657,108
Liggett & Myers Tobacco Co.—		
Chesterfield Cigarettes	1,373,042	
Velvet Tobacco	284,066	
O'DEA, SHELDON & CANADY		268,676
Commercial Credit Co.	268,676	
PEDLAR & RYAN		964,459
Lady Esther Co.	537,048	
Procter & Gamble Co.—		
Camay	126,235	
Chipso	301,176	
KNOX REEVES ADV.		500,306
General Mills—Wheaties	500,306	
RUTHRAUFF & RYAN		5,040,316
Campbell Soup Co.—		
Franco American Products	872,328	
Soups*	139,065	
Chrysler Corp.*	1,064,579	
Emerson Drug Co.	235,663	
Lever Bros. Co.—		
Rinso	1,431,507	
Spry	654,198	
Penn Tobacco Co.*	108,548	
Sterling Products—Ironized Yeast	534,428	
SHERMAN & MARQUETTE		1,491,056
Colgate-Palmolive-Peet Co.—		
Cashmere Bouquet, Halo	35,857	
Crystal White*	165,470	
Dental Powder	550,174	
Super Suds	739,555	
SMITH & DRUM		47,956
General Petroleum Corp. of Cal.	47,956	
SORENSEN & Co.		185,410
Bowey's Inc.	185,410	
J. D. TARCHER Co.		21,643
Smith Brothers	21,643	
J. WALTER THOMPSON Co.		1,325,700
Johns-Manville Corp.	73,945	
Lever Brothers Co.—Lux Toilet Soap	891,780	
Shell Oil Co.	3,556	
William Wrigley Jr. Co.*	356,419	
UNITED STATES ADV. Co.		40,610
Libbey-Owens-Ford Glass Co.*	40,610	
VICKERS & BENSON		2,070
Thomas J. Lipton Inc.*	2,070	
WALSH ADV. Co.		88,285
Travel & Publicity Bureau of Ont. Govt.	88,285	
WARD WHEELOCK Co.		4,303,400
Campbell Soup Co.—		
All Products	2,737,002	
Soups*	243,335	
Tomato Juice	324,720	
Colgate-Palmolive-Peet Co.—Palmolive Soap	998,343	
YOUNG & RUBICAM		4,534,054
General Foods Corp.—		
Minute Tapioca	152,462	
LaFrance, Satina	362,017	
Postum	106,662	
Calumet, Swansdown	772,892	
Grapenuts	929,378	
Sanka	677,373	
Jello	547	
Gulf Oil Corp.	505,070	
International Silver Co.	315,817	
Johnson & Johnson	215,441	
Thomas J. Lipton Co.—		
Lipton's Tea*	474,269	
Continental Soup	22,126	
GRAND TOTAL		$44,584,378

1941 CBS GROSS
Billings by Agencies

Batbrauff & Ryan	$5,040,316
Young & Rubicam	4,534,054
Ward Wheelock Co.	4,303,400
Benton & Bowles	2,554,656
Blackett-Sample-Hummert	2,507,326
Lord & Thomas	2,181,357
William Esty & Co.	1,947,404
Ted Bates Inc.	1,701,359
Biow Co.	1,688,785
Newell-Emmett Co.	1,657,108
McCann-Erickson	1,633,821
Compton Adv.	1,492,362
Sherman & Marquette	1,491,056
J. Walter Thompson Co.	1,325,700
Buchanan & Co.	1,120,705
Arthur Meyerhoff & Co.	1,110,684
Pedlar & Ryan	964,459
Gardner Adv. Co.	759,916
BBDO	729,840
Arthur Kudner Inc.	718,804
Geyer, Cornell & Newell	658,362
D'Arcy Adv. Co.	587,056
Knox Reeves Adv.	500,306
Joseph Katz Co.	483,263
Aubrey, Moore & Wallace	377,288
H. W. Kastor & Sons Adv. Co.	287,793
J. M. Mathes Inc.	270,635
O'Dea, Sheldon & Canady	268,676
H. M. Kiesewetter Adv. Agency	217,584
Raymond R. Morgan Co.	194,161
Sorensen & Co.	185,410
Maxon Inc.	172,804
C. L. Miller Co.	136,872
Walsh Adv. Co.	88,285
Lee Anderson Adv. Agency	83,131
Morse International	75,214
Erwin, Wasey & Co.	68,630
Badger, Browning & Hersey	56,056
Fuller & Smith & Ross	55,970
Smith & Drum	47,956
Lennen & Mitchell	44,144
U. S. Adv. Co.	40,610
Briscacher, Davis & Staff	31,659
Cecil & Presbrey	25,974
J. D. Tarcher Co.	21,643
Hillman-Shane Adv. Agency	20,217
Kenyon & Eckhardt	19,602
Lockwood-Shackelford Adv. Agy.	16,690
Glasser Adv. Agency	16,054
McCarty Co.	15,701
N. W. Ayer & Son	11,265
Anderson, Davis & Platte	10,569
Gillham Adv. Agency	8,820
Brooks Adv. Agency	7,881
Leon Livingston Agency	5,597
Long Adv. Service	4,413
General Adv. Agency	2,384
Vickers & Benson	2,070
Logan & Arnold	521
GRAND TOTAL	$44,584,378

Spots for Tags

GENERAL IDENTIFICATION Co., Chicago (engraved silver personal identification tags), is placing varied schedule of one-minute spot announcements on 45 East and West Coast stations thru United Adv. Cos., Chicago. Station list being compiled includes: WRVA, Richmond, Va.; KFBK, Sacramento; KTSA, San Antonio; KFRC, San Francisco; KQW, San Jose; KIT, Yakima, Wash.; KARM and KMJ, Fresno; WLAW, Lawrence, Mass.

WILLIAM T. JOHNSON has joined the Hollywood radio division of Paramount Pictures, Inc., advertising department to handle spot announcements, recordings and transcriptions. He replaces Leon Benson, transferred to the film studio's trailer division.

We have the peak soil conductivity in the U. S. . . . plus the Joe Louis "punch" of a 580 kc frequency. The result is RESULTS!

WIBW The Voice of Kansas in TOPEKA

Fitzpatrick, St. Louis Post-Dispatch

Somewhere in Europe. The President's Address

1941 MBS
Billings by Agencies

Blackett-Sample-Hummert	$1,443,442.84
Ivey & Ellington	854,410.95
R. H. Alber Co.	656,223.70
Erwin, Wasey & Co.	497,088.24
J. Walter Thompson & Co.	484,150.02
Federal Advertising Agency	407,576.25
William Esty & Co.	353,568.62
D'Arcy Advertising Co.	301,857.28
Maxon Inc.	281,620.25
Hixson-O'Donnell	203,497.54
Knox, Reeves Advertising	158,671.92
Kelley, Zahrndt, Kelly	157,390.39
Young & Rubicam	127,808.32
Critchfield & Co.	127,138.90
Ruthrauff & Ryan	78,564.00
Sherman K. Ellis & Co.	73,998.44
Redfield-Johnstone	69,685.00
MacFarland, Aveyard & Co.	64,953.20
Weiss & Geller	56,095.16
McCann-Erickson	48,095.28
Bayless-Kerr Co.	35,513.00
Aircasters Inc.	33,184.18
Birmingham, Castleman & Pierce	32,795.00
Roche, Williams & Cunnyngham	32,795.00
Arthur Meyerhoff & Co.	31,900.00
Leo Burnett & Co.	29,550.00
N. W. Ayer & Son	29,109.23
Campbell-Mithum	28,739.72
Lee Anderson Adv. Co.	24,832.00
Commercial Radio Service Adv.	24,365.16
Platt-Forbes	22,375.00
Weston-Barnett	17,999.50
Batten, Barton, Durstine & Osborne	14,786.00
Kenyon & Eckhardt	11,939.57
Buchanan & Co.	7,069.50
Cesana & Associates	5,864.40
Lord & Thomas	4,842.29
Van Sant, Bugdale & Co.	4,716.40
Tom Westwood Adv. Agency	4,548.50
Shrine East-West Football Game Committee	3,592.00
H. W. Kastor & Sons	3,217.00
National Fellowship for Prayer & Evangelism	2,066.00
Donahue & Co.	1,557.88
Edward J. Long Adv. Agency	935.00
Mithoff & White Adv.	856.75
	$6,854,985.38
LOCALLY SPONSORED	445,970.64
GRAND TOTAL	$7,300,956.02

Where But

WSYR

SYRACUSE

can you get COMPLETE program building facilities?

ADVERTISING LEFT OUT OF PRICE BILL

ALTHOUGH sharp controversy has developed over the price control bill passed Jan. 10 by the Senate as a result of its farm parity and single administrator provisions, the final draft of the measure which was still being considered by House and Senate conferees Friday will contain a provision excepting distribution aids, such as advertising, from price restrictions.

The House had previously passed a bill, which although not as specific as the Senate version as regards distribution aids, in effect, eliminated advertising from the price fixing provisions. It was deemed a certainty this section of the bill will be included in the final draft as there was no opposition to it.

The Senate bill exempts selling of radio time and the selling or distribution of newspapers, periodicals, books or other printed or written material and motion pictures from licensing provisions and definitely excludes broadcasting or newspaper operation from the "commodity" categories subject to price controls.

Pertussin Songs

SEECK & KADE, New York (Pertussin), on Jan. 12 started *Singing Neighbor*, a five-minute period of transcribed music, Monday, Wednesday and Friday on KYW, Philadelphia; WGN, Chicago and on Jan. 26 on WOR, New York. Contracts are for 13 weeks. Agency is Erwin, Wasey & Co., New York.

Air Raid Alert

A DEVICE to inform a radio station automatically of an air raid alert, as developed by Frank Marx, chief engineer of WMCA, New York, is now being installed at WMCA to supplant manual listening for alert alarms. Attachable to any standard radio receiver, the device is an electronic control system and can be applied to other control uses.

Gypsum Schedule

U. S. GYPSUM Co., Chicago (building materials), has started weekday quarter-hour newscasts on KMA, Shenandoah, WHO, Des Moines, WLW, Cincinnati; daily one-minute announcements on WLS, Chicago; on WCCO, Minneapolis, offers 10-cent booklet *Planning Your Farm Home*. Present schedule follows two-month test campaign of spot announcements on KMA. Agency is Fulton, Horne, Morrisey Co., Chicago.

Lane Test

CHARLES E. LANE & Co., St. Louis (proprietary), on Jan. 12 started a 26-week test campaign of one-minute transcribed announcements thrice-weekly on nine Alabama stations, WSGN WMSL WJRD WSFA WHBB WMOB WJBY WJHO WMSD. Jasper, Lynch & Fishel, New York, agency handling the account indicated that "considerable expansion" was contemplated if results proved satisfactory.

PRESIDENT ROOSEVELT SAID:

"The militarists of Berlin and Tokyo started this war, but the massed, angered forces of common humanity will finish it.

"We cannot wage this war in a defensive spirit. As our power and resources are fully mobilized we shall carry the attack against the enemy.

"We must keep him far from our shores, for we intend to bring this battle to him on his own home grounds."

Which Transferred to Tin Pan Alley Reads:

"THEY STARTED SOMETHIN' BUT WE'RE GONNA END IT RIGHT IN THEIR OWN BACKYARD!"

BMI'S NEW WAR SONG
INTRODUCED AND RECORDED BY KATE SMITH

MALE QUARTETTE, BRASS BAND AND DANCE ORCHESTRATIONS AVAILABLE

Published by BROADCAST MUSIC, Inc.
580 FIFTH AVENUE, NEW YORK CITY

Blue Meeting

(*Continued from page 12*)

said. "It will take at least three to four months to complete the separation from the Red. In the meantime, our objective is to build the Blue into the country's No. 1 network".

"The plan to separate the Blue was first proposed by Niles Trammell, as far back as 1932, but it was turned down by the RCA board of directors," Mr. Woods said. "It was again proposed and again rejected in 1936. In 1940, the sales departments of the Blue and Red were separated, and Mr. Kobak rejoined NBC as head of the Blue Sales Division after an absence of four years, during which he served as executive vice-president of Lord & Thomas, New York."

Will Rent Facilities

Mr. Woods stated the Blue would not augment its personnel; that it was necessary to keep the operation streamlined, with an experienced staff working at maximum efficiency. Many of the facilities of the Red will be utilized. The news department and the special events section of the Red will be shared until such time as the Blue can set in motion its own news and special events departments.

NBC foreign radio correspondents will be carried by the Blue, but at different times than the Red. Dr. James Rowland Angell, public service counsellor for NBC, will continue in that capacity for both networks.

In response to a query, Mr. Trammell remarked that the name, Red Network, will eventually be supplanted entirely by the identification, NBC. Where the two networks have been using the same studios and technical facilities, the Blue will rent those facilities from the Red. Mr. Woods and Mr. Kobak spent most of last week in Chicago with E. R. Borroff, Central Division vice-president, completing the organization of the Chicago offices.

Merritt Schoenfeld, NBC, Chicago salesman, has been named Central Division sales manager. Program Department, under James Stirton, includes Leslie J. Edgeley, continuity editor; Maurice Wetzel, chief of productions, and Gene Rouse, chief announcer. Tony Koelker, of the NBC Chicago press department, will head the Blue Central Division press section. Other Chicago appointments will be made within the next few days.

The following attended the session:

WBZ-WBZA, Lee B. Wailes; WEAN, John Shepard 3d; WFCI, Frank F. Crook; WFIL, Samuel Rosenbaum; WCBM, John Elmer; WSYR, Harry C. Wilder; WHAM, E. A. Hanover; WEBR, A. H. Kirchhofer; KQV, H. J. Brennan Jr.; WAKR, S. Bernard Berk; WXYZ, George W. Trendle.

KFRU, Elzey Roberts; WTCN, William F. Johns; KSO, Gardner Cowles Jr.; KCMO, T. L. Evans; WISH, C. Bruce McConnell; WWVA, George B. Storer; WOC, Ralph Evans; KMA, Earl E. May; WCHV, Charles Barham Jr.; WCBS, Harold L. Dewing.

WFMJ, William F. Maag Jr.; KSCJ, Elizabeth Sammons; WEMP, Glenn Roberts; WINN, D. E. Kendrick; WFDF Howard M. Loeb; WELL, D. E. Jayne; WJIM, Harold F. Gross; KFSD, Thomas E. Sharp; KFBK, Guy C. Hamilton; KJR, O. D. Fisher; KVOD, William D. Pyle; KFBC, Tracy S. McCraken; KLO, A. L. Glassman; KUTA, Frank C. Carman; WMPS, Jack Howard.

WSLI, L. M. Sepaugh; WSGN, Henry P. Johnston; KTHS, C. L. Brenner; WJBO, Charles P. Manship; WJHL, W. H. Lancaster; WMFD, R. H. Dunlea; WEED, William Avera Wynne; WMRC, R. A. Jolley; WORD, Walter J. Brown; WGAC, J. B. Fuqua; WFTC, Jonas Weiland; KTOK, Harold V. Hough.

KBIX, Tams Bixby Jr.; KVSO, Albert Riesen; KCRC, Milton B. Garber; KGFF, Joseph W. Lee; WFIL, Roger W. Clipp; WCBM, George H. Roeder; WHAM, William Fay; WEBR, C. Robert Thompson; KQV, G. S. Wasser; WHK, H. K. Carpenter; WRNL, E. S. Whitlock; WXYZ, H. Allen Campbell; WOWO, J. B. Conley; WENR, Harry Kopf.

WLS, Glenn X. Snyder; WTCN, C. T. Hagman; WREN, Verl Bratton; WWVA George W. Smith; WOC, Buryl Lottridge; WING, Ronald B. Woodyard; WMUR, Leslie F. Smith; WTOL, Arch Shawd; WCBS, Harold L. Dewing; WKBB, James D. Carpenter; WEMP, Charles Lanphier; WOSH, Ray E. Schwartz; KOWH, H. Vernon Smith.

WIBM, Roy Radner; KECA, Harrison Holiway; KFSD, Thomas E. Sharp; KTMS, Charles A. Storke; KFBK, Howard Lane; KEX, Judge Kendall; KJR, Birt F. Fisher; KGA, Judge Kendall.

KGHF, C. P. Ritchie; KUTA, Frank C. Carman; WMPS, James C. Hanrahan; Scripps Howard Stations, Jack Howard; KTHS, Hub Jackson; WDSU, P. K. Ewing; WHMA, Vernon Story; KTOK, Robert Enoch.

KXYZ, T. Frank Smith; KOME, John M. Whitney; WSUN, C. V. Leland.

EXECUTIVES AND SALESMEN of WLW gathered in Cincinnati over the weekend of Jan. 8-10 when it was announced that 1941 was the most profitable year in the history of the station. Taking a snack between conferences are (l to r): Gregor Ziemer, European commentator; Bill Dowdell, editor of the WLW-WSAI-WLWO newsroom; Carroll D. Alcott, Far East expert; Frank Fenton, New York office; George Camtais, New York; Warren Jennings, sales manager of New York office; Eldon Park and Lou Sargent, of New York, trying to get a look at the food; James D. Shouse, vice-president of Crosley Corp. in charge of broadcasting; Dick Garner, of Chicago; Bob Dunville, vice-president and general sales manager for WLW-WSAI-WLWO; and Harry Smith, WLW sales manager. Others attending the semi-annual sales conference from out of town were: Walter Callahan, sales manager of the Chicago office; George Clark, also of Chicago and Bernard Musnik of New York.

CBS AWAITS REPLY ON BROWN BANNING

CBS last week was still awaiting the result of its appeal of the decision of British authorities in Singapore to ban Cecil Brown, CBS correspondent, from broadcasting news reports out of that city. Although still in cable contact with Mr. Brown, CBS has not carried broadcasts by him since Jan. 11, when the network received word from an unidentified American reporter broadcasting from Singapore that Mr. Brown had been barred from the air.

Immediately following this report CBS appealed to the "proper British authorities". Brown, meanwhile cabled CBS headquarters in New York that Sir George Sansom, director of the Far East Bureau of the British Ministry of Information, "admitted that the pessimistic picture painted in some of Brown's broadcasts was justified by the facts and was advantageous in impressing America with the urgency of American help and the recognition of Singapore's importance." Sir George added, however, that Brown's broadcasts were heard locally in Singapore and although accurate, were bad for public morale.

Mr. Brown, who was barred from the air by the Italian Govt. last year, has been in Singapore since August. He was one of the survivors of the sinking of HMS *Repulse*, sending CBS an eyewitness account, which was a highlight of the first weeks of the war.

MBS Chicago Meeting

REPRESENTATIVES of some 15 Blue Network stations, which also serve as MBS outlets, met in Chicago last Friday with Fred Weber, MBS general manager, to discuss network operations generally. Questions regarding clearing of time for MBS, in the light of the new Blue operations, predominated. Mr. Weber called the meeting following issuance of the Blue Network invitations for its general sessions the preceding day.

TO send telegrams conveniently, economically and swiftly — PHONE POSTAL TELEGRAPH. *For your convenience, charges appear on your phone bill.*

Radio's War Role Is Recited to IRE

Extension of Inter-American Joint Program Advised

WITH ITS KEYNOTE "Radio's Expanding Role in the Present Emergency", the Institute of Radio Engineers held its 30th convention at the Hotel Commodore, New York, Jan. 12-14.

Pointing out that the Signal Corps alone will expend over a billion dollars for radio equipment and that expenditures on behalf of the other combat branches will even top that figure, I. S. Coggeshall, convention committee chairman, declared "the recognition of radio in fighting a world war comes not one whit too soon," and "we must get to work to beat the amazing coordination due to radio shown by the enemy in the field of battle".

Color Television

A report on the progress of experimental color television was given by Dr. Peter C. Goldmark, chief television engineer of CBS.

Adolpho T. Cosentino, director of communications of the Argentine and retiring vice-president of the IRE, declared "radio must establish an ample Inter-American network through which our respective national expressions may circulate throughout the whole continent."

Don Francisco, director of communications of the Office of the Coordinator of International Affairs, said his division has adopted "know your neighbor' as its watchword. He reviewed the programs directed to Latin-America from the United States, and the facilities American broadcasters have developed to transmit them.

A feature of the dinner was the presentation of the IRE Medal of Honor for 1942 to Dr. A. Hoyt Taylor, superintendent of the radio division of the Naval Research Laboratory, Washington. Engineering fellowships were conferred on W. L. Barrow of Mass. Institute of Technology; George H. Brown, RCA; Geoffrey Builder, Australian engineer; A. B. Chamberlain, CBS; E. D. Cook, General Electric; W. P. Mason and G. E. Southworth, Bell Labs.; H. S. Knowles Jenson Mfg. Co.; H. O. Peterson, RCA Communications.

At the opening of the sessions Arthur F. Van Dyck, manager of RCA License Labs., New York was inducted as 1942 president, succeeding Dr. F. E. Terman of Stanford U.

KFVD, Los Angeles, recently acquired three Gates remote pickup units, with AC power supply in compact carrying cases.

IF SWORDS COUNT, Larry Bailey (at left), engineer of WBEN, Buffalo, is all set for some anti-Nippon crusading. This emblem of affection was donated to him by members of the technical and production staffs just before he left to join the Naval Reserve as a warrant radio electrician. Presenters are (l to r) Herbert Korts, Ed Reimers, Pat Hill and Philo Stevens.

Sales Managers Plan for NAB Session In Cleveland; Report on Uniform Rules

PLANS for participation of station sales managers in the next NAB convention at Cleveland in May were discussed by the NAB Sales Managers Executive Committee in New York last Tuesday and Wednesday.

The group listened to a report on the sales managers meetings held during the fall and early winter in the various NAB districts, made by Frank S. Pellegrin, director of the NAB department of broadcast advertising, who spoke both at their private session on Tuesday and at their joint meeting with the time-buyers committee of the American Assn. of Advertising Agencies the following day.

The committee attended the radio session of the National Retail Dry Goods Assn. Wednesday morning and the Radio Executives Club of New York luncheon that noon.

Managers Cooperate

In general, Mr. Pellegrin reported, station commercial managers have accepted the proposals for standardization of rate cards and of station program schedules advanced by the committee after its initial meeting with the agency timebuyers last August [BROADCASTING, Sept. 1, 1941].

Other suggestions of the timebuyers regarding coverage maps, surveys and program interruptions, postponements and failures, have also received station action, he said.

Tentatively scheduled for the NAB convention are a meeting of the committee on Monday, May 11, opening day, with breakfast meetings of the entire sales managers group on the following three days. One or two half-day departmentals are planned, in addition to the Wednesday afternoon session of the general convention to be conducted by the sales managers.

Full committee was in attendance, including: Eugene Carr, WGAR, Cleveland, chairman; John Outler, WSB, Atlanta, representing large stations; E. Y. Flanigan, WSPD, Toledo, medium stations; Dietrich Dirks, KTRI, Sioux City, Ia., small stations; George Frey, NBC Red Network; Arthur Hull Hayes, WABC, New York, representing CBS; Linus Travers, WAAB, Boston, representing Mutual-affiliated stations, although MBS is no longer an NAB member; C. E. Arney Jr., assistant to the NAB president.

At the Wednesday afternoon session were: John Hymes, Lord & Thomas; William Maillefert, Compton Adv.; Charles Ayers, Ruthrauff & Ryan; Richard Marvin, Wm. Esty & Co.; Carlos Franco, Young & Rubicam, with George Bolling, John Blair & Co., sitting in for station representatives.

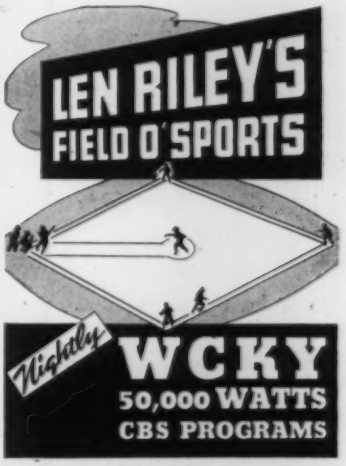
CENSORSHIP RULES BRING NET PRAISE

OFFICIALS of the three major networks expressed confidence last Friday that the new radio censorship code (see page 11) released Friday by the Office of Censorship would cause little difficulty in their operations. Digest of the comment follows:

CBS—"After study of the radio censorship code announced today by Byron Price, executives of CBS replied that they regard the rules as both reasonable and intelligent."

NBC — "Clarence L. Menser, NBC program manager, said: "We do not anticipate that the censorship code will cancel any of the quiz programs now on NBC. Instructions have been issued to producers, announcers, and masters of ceremonies on these shows to veer away from all subjects which the Government regards as taboo."

MBS — Fred Weber, general manager of MBS, stated: "MBS is confident that our affiliated and member radio stations will recognize the practicability and soundness of the newly-issued Government radio censorship instructions and will comply with them in all their programs which are transmitted to the network. None of the quiz or audience participation programs transmitted to Mutual by the stations originate from remote locations."



WHBF
AFFILIATE OF ROCK ISLAND, ILLINOIS ARMS
Basic Mutual Network Outlet
FULL TIME 1270 K C
THE 5000 WATT
Voice of the Tri-Cities
ROCK ISLAND • DAVENPORT • MOLINE

• MILLIONS IN DEFENSE SPENDING HAS COME TO JOHNSON CITY, TENNESSEE. The government has just authorized two new TVA dams for this territory costing more than $50,000,000. Both are located within 15 miles of WJHL. The first vanguard of 5,000 to 10,000 workers plus their families has already arrived. WJHL is the only station of regional or greater power that can offer adequate radio coverage of this market.

1000 WATTS • 910 KC • BLUE NET

WJHL
Johnson City, Tenn.
W. Hanes Lancaster
Manager

International Radio Sales
Representatives

ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSIONS
JANUARY 10 TO JANUARY 16 INCLUSIVE

Decisions . . .

JANUARY 13

KTAR, Phoenix—Granted modification license directional changes and to nighttime directional.

KLRA, Little Rock, Ark.—Granted modific. CP transmitter change increase 10 kw D change type directional transmitter.

WOLS, Florence, S. C.—Granted voluntary assignment license to The Florence Broadcasting Co.

KSFO, San Francisco; KPQ, Wenatchee, Wash.—Denied KSFO petition against action 8-22-41; FCC on own motion KPQ authorization to 560 kc 5 kw unl. directional D & N protect KVI, KSFO, KLZ provided KPQ file CP and SSA 500 w N 1 kw D 560 kc pending construction.

NEW, William Penn Broadcasting Co., Philadelphia—Granted CP new FM station 47.3 mc. 9,300 sq. mi.

WDNC, Durham, N. C.—Granted continuance hearing to 3-30-42.

Applications. . . .

JANUARY 13

NEW, E. Ogden Driggs & Louise Rust Briggs d/b Frankfort Broadcasting Co., Frankfort, Ky.—CP new station 1340 kc. 250 w unl.

KWKW, Pasadena, Cal.—Amend applic. modification CP omit request change 830 kc, install directional.

Tentative Calendar . . .

NEW, Charles P. Blackley, Staunton, Va., CP new station 1240 kc 250 w unl. (Jan. 19).

NEW, Frequency Broadcasting Corp., Brooklyn, N. Y., CP new station 620 kc 500 w D; **NEW, Yankee Broadcasting Co. Inc., New York**, CP new station 620 kc 1 kw unl. directional D & N; **NEW, Newark Broadcasting Corp., Newark, N. J.**, CP new station 620 kc 5 kw unl. directional D & N (consolidated hearing, Jan. 19).

NEW, Cuyahoga Valley Broadcasting Co., Cleveland, CP new station on 1300 kc 1 kw D; **NEW, Lake Shore Broadcasting Corp., Cleveland**, CP new station 1300 kc 5 kw unl. directional D & N (consolidated hearing, Jan. 22).

Listeners Per Receiver Called Important Factor

RATINGS of a program's listening audience are, and will continue to be, only surface indicators of the program's popularity, according to "The WOR Continuing Study of Radio Listening in Greater New York."

WOR analysts found that, although competing programs can have equally good ratings, the number of people listening in each home contacted can vary greatly. This radio timebuying calls for consideration of all factors that influence the family as a unit as well as individual listeners.

WOR found that of the total audience, 24% were men, 65% women, 11% children, and of these male listeners, 60% were tuned to news. From this fact, the study offers the theory that perhaps a great many men come home for lunch in New York.

HEWLETT - PACKARD Co., Palo Alto, Cal., has announced a new vacuum tube voltmeter which the company says will make tube measurements up to 1 m.c. as simple as measurements with the usual multirange meter at d-c. The new meter has a frequency range from 10 cps. to 1 m.c. Nine voltage ranges are provided with full scale sensitivities from .03 to 300 volts.

NAVY RADIO SCHOOL OPENED IN CHICAGO

UTILIZING facilities offered by Balaban & Katz Corp., Chicago, operators of W9XBK, Chicago television station, the U. S. Navy has opened a training school in Chicago to train radio technicians in the application of high-fidelity radio used in the detection of enemy aircraft and naval vessels. The school, according to the Navy, is to be under the administration of Lieut. William C. Eddy, U. S. Navy retired, director of B&K television operations.

The entire top floor of the State-Lake Bldg. has been outfitted to accommodate the school at an estimated cost of $30,000 to Balaban & Katz, which is presenting facilities to the Navy without charge. The course requires approximately two months and is available only to men enlisted in the Navy who have a high school education. and an amateur class A or B radio license. In the absence of the latter requirement the applicant must be actively engaged in radio repair or service work or must be experienced in high-frequency design, transmission or reception. The television station, W9XBK, which last month applied for a commercial license, will continue as a civilian operation under Lieut. Eddy.

Petrillo Granted Plea

FURTHER postponement of one week has been granted to James C. Petrillo, president of the American Federation of Musicians, for his examination before trial in New York Supreme Court in the suit brought against him by the American Guild of Musical Artists to enjoin him from interfering with AGMA members. Originally set for Jan. 6, the examination is now scheduled for Jan. 13.

Raleigh to Australia

JOHN RALEIGH, of the CBS Far Eastern news staff in Batavia, Java, has been transferred to Darwin on the North Coast of Australia in view of the increasing importance of the Antipodes in the war situation and enemy activities in both the Pacific and Indian oceans. William J. Dunn, chief of CBS Far East news staff, remains in Batavia to cover news broadcasts from there and to direct the network's staff in that area.

ASCAP Nebraska Action

ASCAP has announced that in view of its inability "to protect the rights of its members in the State of Nebraska because of a statute making it impossible for the society to function there, the Society has released its members for that State." ASCAP explains that this action permits individual writers and publishers to issue licenses for their copyrighted music in Nebraska and to protect themselves against unauthorized public performances of their works.

Connecticut Survey

WILLIAM F. MALO, commercial manager of WDRC, Hartford, has started a special survey of business conditions in his state and the effect the war economy will have on broadcasting. The survey, according to Mr. Malo, is being made to determine how best stations can meet the growing problems of shortages of consumers goods. New avenues of approach are being inspected and possible new fields of war-time advertising by concerns not ordinarily using radio are being studied.

COMPLETE
TESTING
FACILITIES
PERFORMANCE CHARACTERISTICS OF LAPP
RADIO INSULATORS ARE DEPENDABLE FACTORS
Lapp's contributions to radio broadcast engineering are recognized as highly significant in the advance of the science. Because Lapp developments have been wholly pioneering in nature, it has been necessary to maintain complete testing facilities. Equipment includes that for 60-cycle electrical, mechanical and ceramic quality testing, as well as that for determining characteristics of units at radio frequency—heat run, radio frequency flashover, corona determination and capacitance. A 1,500,000 lb. hydraulic press is used—for strength test of new designs, and for proof-test of every insulator before shipment. Lapp Insulator Co., Inc., LeRoy, N. Y.
Specify LAPP
FOR SECURITY IN
ANTENNA STRUCTURE INSULATORS

Network Accounts

All time EST unless otherwise indicated

New Business

CALIFORNIA PACKING Corp., San Francisco (Del Monte food), on Jan. 12 started for 13 weeks *William Winter*, news analyst, on 14 CBS stations (KQW, KNX KARM KROY KOIN KIRO KSL KLZ KVOR KOY KTUC KROD KGGM KVSF) Mon. thru Fri., 12:30-12:45 p.m. (PST). Agency: McCann-Erickson, San Francisco.

CONTINENTAL OIL Co., New York (Conoco), as the result of a successful one-month test in June, 1941, has signed to sponsor for 52 weeks the WDGY, Minneapolis, *Sports Show in the Bleachers*, Monday through Saturday, 5:45-6 p.m. Company is planning an extensive spot campaign to get under way the latter part of March. Agency is Tracy-Locke-Dawson, New York.

Renewal Accounts

R. L. WATKINS Co., New York (Dr. Lyons toothpowder), on Feb. 1 renews *Manhattan Merry-Go-Round* for 52 weeks on 38 NBC-Red stations, Sun., 9-9:30 p.m. Agency: Blackett-Sample-Hummert, N. Y.

P. LORILLARD Co., New York (Old Gold cigarettes), on Jan. 30 renews *New Old Gold Show* on 54 Blue stations, for 13 weeks, Fri., 8-8:30 p.m. (rebroadcast, 11-11:30 p.m.). Agency: J. Walter Thompson Co., N. Y.

STERLING PRODUCTS Inc., Wheeling, W. Va. (Philips Milk of Magnesia), on Jan. 15 renewed for 52 weeks *Amanda of Honeymoon Hill*, on 54 Blue stations, Mon. thru Fri., 3:15-3:30 p.m. Agency: Blackett-Sample-Hummert, N. Y.

LEWIS-HOWE MEDICINE Co., St. Louis (Tums), on Jan. 20 renews Horace Heidt's *Treasure Chest* on 68 NBC-Red stations, Tues., 8:30-9 p.m. Agency: Stack-Goble Adv. Agency, Chicago.

Network Changes

PROCTER & GAMBLE Co., Cincinnati (Drene), on Jan. 27 transfers *Knickerbocker Playhouse* on NBC-Red Sat., 8-8:30 p.m., from Chicago to New York. Agency: H. W. Kastor & Sons.

P. LORILLARD Co., New York (Old Golds), on Jan. 30 shifts *The New Old Gold* program on 33 Blue stations, Mon., 8-8:30 p.m. to Fri., 8-8:30 p.m. Agency: J. Walter Thompson Co., N. Y.

LEVER BROS., Cambridge (Rinso), on Jan. 22 shifts *Big Town* on 72 CBS and 31 CBC stations, from Wed., 7:30-8 p.m. (EST), with West Coast repeat 6:30-7 p.m. (PST), to Thurs., 9:30-10 p.m. (EST), eliminating West Coast repeat. Agency: Ruthrauff & Ryan, N. Y.

JOHNSON & JOHNSON, New Brunswick, N. J. (Band-Aid), on Jan. 15 shifted Dorothy Kilgallen's *Voice of Broadway* on 58 CBS stations from Sat., 11:30-11:45 a.m. to Thurs., 6:15-6:30 p.m., continuing the program on 65 CBS stations, Tues., 6:15-6:30 p.m. Agency: Young & Rubicam, N. Y.

SUNNYVALE PACKING Co., San Francisco (Rancho soups), on Jan. 5 added 3 CBS Pacific stations to *Jane Endicott, Reporter*, making a total of 8 CBS Pacific stations, Mon., Wed., Fri., 10:45-11 a.m. (PST). Agency: Lord & Thomas, San Francisco

MENNEN Co., Newark (Mennen products), on Jan. 25 discontinues *Capt. Flagg & Sgt. Quirt*, on 92 NBC-stations, Sunday, 7:30-8 p.m. Agency: Russel M. Seeds Co., N. Y.

CLASSIFIED Advertisements

Help wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue.

Help Wanted

Leading agency, Portland and Seattle—wants to build up radio billing. Requires young man draft exempt for selling and writing. Must have had close contact with radio successes from retail and manufacturing. Fine opportunity to ambitious, hard-worker. Salary and bonus. Box 36, BROADCASTING.

Chief and Staff Engineer—Southern station, new Western Electric Equipment throughout Box 47, BROADCASTING.

New England—major market station has permanent position for experienced announcer. Real opportunity. Wire box 45, BROADCASTING.

Program Director—Thoroughly experienced, for 250 watt independent station. State qualifications, draft status, salary expected. Box 44, BROADCASTING.

Engineer-Announcer—For radio station in small southern town, $35 per 40-hour week. Box 32, BROADCASTING.

New England Station—needs a chief engineer who is desirous of a permanent long-pull position. Major market, new equipment, college background preferred. Box 29, BROADCASTING.

Salesman—with minimum 3 years radio time selling for local station in Iowa with large rural audience. Commission with drawing account. Excellent opportunity for man who can intelligently present an idea and sell large as well as small accounts. Give complete sales experience, age, family, draft, etc., together with references in first letter. Position open immediately. Box 22, BROADCASTING.

Two Announcers—with first class licenses, $35 weekly for 40 hours. Permanent job with good future. Box 21, BROADCASTING.

New Station—network regional, selecting staff. Prefer reliability to exceptional brilliance. Good hours and pay. Box 20, BROADCASTING.

First Class Operator—Draft deferred/exempt; N. Y. State; state qualifications fully. Box 18, BROADCASTING.

Engineer—Licensed, draft exempt engineer, Virginia local. Permanent job to sober, steady worker. Box 17, BROADCASTING.

Situations Wanted

DRAFT EXEMPT—commercial and news announcer. Four years experience, New York and Philadelphia stations. Available January 15. Out-of-town offers considered if salary and commercial fees satisfactory. Box 34, BROADCASTING.

ANNOUNCER—Now employed as staff announcer and newscaster desires change to progressive station. Control-room experience, turntable experience, newscasting, sportscasting, commercials, general station routine. Married—28. Best of references. Harold Gilman, WSLB, Ogdensburg, New York.

Chief Engineer—Small station. Proved ability and willingness for hard work. Experienced design, construction, installation of equipment. Desires opportunity with progressive station. Box 46, BROADCASTING.

Sales Manager—Commercial manager. Fifteen years executive sales and advertising experience in radio and newspapers, with an excellent record of accomplishment. Available January fifteenth at any point where a real opportunity exists. Address Box 16, BROADCASTING.

MAN WITH IDEAS—long business and technical radio experience, capable of constructing and managing small station, or managing your present station, well and profitably for you. Small city or community preferred. Box 41, BROADCASTING.

Situations Wanted (cont'd)

SUPERVISING ENGINEER—Varied business and 12 years Technical experience including major network. Conversant all leading equipment, also personnel problems. Prefer mid or southwest. Draft exempt. Immediate availability possible. Box 40, BROADCASTING.

ANNOUNCER-LICENSED OPERATOR—Desires position program direction in comparatively new station in South; experienced news casting, commercials, programs, continuity and control board operation. Box 39, BROADCASTING.

ENTIRE STAFF—Consisting of engineers, announcers and secretary desire positions with progressive station. Present working conditions intolerable. Box 38, BROADCASTING.

Woman — Program Director, experienced writing, announcing, producing, five years with international shortwave station, employed in large radio company, wants job where willingness to work, ability, and experience can show results. Box 37, BROADCASTING.

DRAFT-EXEMPT MAN—qualified as manager, program director and staff organist. Five years at last position, including 2½ years at Ass't Mgr., 4 years as Program Director and 5 years as staff Musician. Box 35, BROADCASTING.

Ace woman continuity writer—wants more money! Four years radio, twelve years department store advertising. Can deliver pounding sales copy, drama, children's programs, lyrical institutional copy and significant fashion copy. Box 33, BROADCASTING.

Technician—Holding new First Class Telephone license, draft exempt, forty years old, with twenty years experience meeting the public thru service, P.A. work, and territorial engineer with large company, wants connection. Earl Gibbs, Las Vegas, N. M.

JUNIOR ANNOUNCER—Age 20. Continuity writing. 2 yrs. experience. Prefer small station connection. Box 30, BROADCASTING.

Engineer—1st class license, 7 years experience, 3 yrs. chief, construction, operation, maintenance. Married, draft exempt. Now employed 5 kw. network. Desires immediate change South or East with steady employment and possible advancement. Box 28, BROADCASTING.

NEWS - CONTINUITY - MERCHANDISING—Experience: 10 years radio, five advertising, promotion. Voice: c'ear, d'stinctive. Continuity: live, forceful, selling. Merchandising: Practical, tested promotion ideas. Draft exempt. Desire combine any or all of above, locate with station having considerable local, spot business. Now employed. Box 27, BROADCASTING.

Program-production man—16 years experience writer, announcer, currently with 10,000 watter network. Wants to make change. Box 26, BROADCASTING.

Chicago - New York - Detroit - St. Louis-Cincinnati-Cleveland. Network specialty and news announcer—7 years experience with CBS, NBC, local stations. Now handling morning personality program on major station. Married. Draft exempt. Will visit these cities in February to audition for new position. Would like to hear in advance from interested stations. Box 25, BROADCASTING.

Combination — Announcer-engineer, first class phone, desires change, prefer northeast, remotes, recording, special events. Over two years experience, draft exempt. Available two week notice. Box 43, BROADCASTING.

Transmitter Engineer—Five years high medium low power experience. First phone, second telegraph. Gates, Western Electric, Collins, RCA equipment. Draft deferred. Present employed. Desire change preferably New York or vicinity. Box 19, BROADCASTING.

Situations Wanted (cont'd)

Sports—special events-program man. Outstanding play by play all sports. Now with leading station having limited sports program. Box 24, BROADCASTING.

Continuity-Production Man—Local station and network commercial program experience. Create, write, produce all types of copy and programs. Box 23, BROADCASTING.

Wanted to Buy

Will Buy—One vertical tower, 170 feet or above. Box 31, BROADCASTING.

For Sale

Two practically new—Western Electric 9-A Reproducer Sets, complete with equalizers, switches, arms and pickup heads. Good discount. Box 42, BROADCASTING.

CHNS
Halifax, N. S.
The Finest Facilities In the Maritimes
Ask JOE WEED

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

JAMES C. McNARY
Radio Engineer
National Press Bldg. DI. 1205
Washington, D. C.

There is no substitute for experience
GLENN D. GILLETT
Consulting Radio Engineer
982 National Press Bldg.
Washington, D. C.

PAUL F. GODLEY
Consulting Radio Engineer
Phone: Montclair (N. J.) 2-7859

JOHN BARRON
Consulting Radio Engineers
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

PAGE & DAVIS
Consulting Radio Engineers
Munsey Bldg. District 8456
Washington, D. C.

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

A. EARL CULLUM, JR.
Consulting Radio Engineers
Highland Park Village
Dallas, Texas

CLIFFORD YEWDALL
Empire State Bldg.
NEW YORK CITY
An Accounting Service
Particularly Adapted to Radio

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N.Y.

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
Silver Spring Md.
(Suburb, Wash., D. C.)
Main Office: 7134 Main St. Kansas City, Mo.
Crossroads of the World Hollywood, Cal.

RING & CLARK
Consulting Radio Engineer
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

RAYMOND M. WILMOTTE
Consulting Radio Engineer
Designer of First Directional Antenna Controlling Interference
Bowen Bldg. • WASH., D. C. • DI. 7417

ADVERTISE in BROADCASTING for Results

Clearing of Federal Programs Placed Under OFF Direction

Lewis Is Coordinator of Work With Meservey as Chief Assistant; Series of Meetings Called

BY DIRECTION of President Roosevelt, the radio division of the war-born Office of Facts & Figures was designated last Friday as the clearing house for Governmental broadcasting, with William B. Lewis, recently resigned vice-president in charge of programs of CBS, as coordinator. Mr. Lewis' chief assistant is Douglas Meservey, former assistant to the vice-president in charge of programs of NBC.

Long under consideration and urgently suggested by the industry as a means of coordinating Government programming, the Division is expected to serve as the radio traffic control for all Government programs. A tug-of-war has been going on for more than a year among Governmental agencies for this important function. Selection of Mr. Lewis, a practical broadcaster, as head of the unit, won praise in industry circles.

Lewis Calls Meetings

Announcement of the action was made by Archibald MacLeish, director of OFF, following receipt of a letter from Presidential Secretary Stephen T. Early.

Mr. Lewis said he will seek the "advice and counsel" of both Government and industry in devising a system of operation. Meetings will be held beginning Monday (Jan. 19) with representatives of Government agencies, networks, independent stations, and sponsors, he added.

The Division does not contemplate engaging in program production, Mr. Lewis asserted. "Work will be done by the people best qualified to do it," he explained.

Mr. Early advised Mr. MacLeish that through Coordinator Lewis, OFF should "give guidance to Government departments and agencies and to the radio industry as a whole concerning inquiries originating within the Government and received by the Government from the broadcasting companies and stations, and to handle certain Government programs on the networks within the United States."

The White House letter continued: "It is requested that you advise all departments and agencies of the Government, especially those in the office of the Director of Censorship, the FCC and the Coordinator of Information, as well as the national networks and the National Defense Committee of the NAB, that this assignment has been given to the Radio Division, OFF.

"It is not intended that the functions of the Radio Division, OFF, shall in any way conflict with the shortwave or foreign broadcasting work now being carried on by the Office of the Coordinator of Information or by the Office of Mr. Nelson Rockefeller. It is recognized, however, that certain programs arranged by the Radio Division, OFF, may, from time to time, be broadcast to the world at large and it is suggested that the Radio Division, OFF, on all such occasions, consult with and arrange broadcasts of this nature in cooperation with the officials of Mr. Rockefeller's office and those in Col. Donovan's office in order to avoid conflict and possible overlapping of radio programs."

The White House action terminates confusion regarding Government programming that has existed practically since the war emergency began. Last September, Mayor F. H. LaGuardia, as director of the Office of Civilian Defense, drafted Mr. Lewis as his radio advisor. Shortly afterward he announced that radio branches of all Federal agencies in Washington would coordinate program clearance through OCD. This apparently had been done with Presidential authority.

Both Leave Net Posts

Subsequently, Mr. Lewis transferred to OFF as head of its radio division. Later he was named assistant director of OFF in charge of its bureau of operations, which includes the radio division. He recently resigned his position as vice-president of CBS, after having been borrowed to serve on the Government assignments. Mr. Meservey likewise originally had been given leave from NBC to assist Mr. Lewis. He also has terminated his NBC connection to devote full time to Government work.

MR. LEWIS

MR. MESERVEY

JIMMY POWERS, sports editor of *The New York Daily News*, and sports commentator on WMCA, New York, has signed as sports editor of WMCA for another year to handle nightly quarter-hour sports resumes.

Drawn for BROADCASTING by Sid Hix

"But You've Got to Let Us In! We're the Moyden Sisters and We Work Here!"

Sunday Evening Serie Is Suspended by For

FORD MOTOR Co. announced la Friday that it was indefinitely sus pending its *Sunday Evening Ho* on CBS after the March 1 broad cast. No reason was given by For officials in Detroit and at CBS i New York it was merely stated tha the program was cancelling at th end of its present 13-week contract The agency handling the program McCann-Erickson, New York, sai it had no official statement. Th program, which has been on the ai seven years, is heard on 58 station 9-10 p.m.

While all concerned refused t comment, it was generally assume in industry circles that it wa caused by Government's ban o selling new cars and tires. How ever, it was pointed out that prac tically the same conditions fac Firestone Tire & Rubber Co., spon sors of the *Firestone Hour* on NBC and that officials of the latter com pany had announced the program would continue, stressing the wa effort activities of the company.

75% ASCAP PACTS ON BLANKET BASIS

OF THE 460 stations which ha taken out ASCAP licenses as o the first of the year, 345, an exac 75%, had taken blanket commer cial and sustaining contracts, ac cording to a breakdown made by the Society. This total includes, o course, the 100 or so stations which continued their ASCAP licenses during 1941.

It was learned, however, tha after the initial rush of stations fo contracts — nearly all of them blanket ones covering both sustain ing and commercial programs—wa over, the percentage of per program contracts to blanket contracts ha steadily risen, with the probability that by the end of 1942 the figures will show an equal division between blanket and per program licenses. Complete breakdown follows:

Blanket sustaining and commercial contracts, 345.
Program sustaining and commercial contracts, 34.
Blanket sustaining contracts, 42.
Blanket commercial contracts, 12.
Program commercial contracts, 3.
Blanket sustaining and commercial contracts, 23.
Program sustaining and commercial contracts, 1.

Elliott's New Post

CLINTON ELLIOTT, former vice-president of Bermingham, Castleman & Pierce, New York, and previously with Eastern Adv. Co., New York, has joined Sponsored Radio Programs Inc., New York, as president. SRP, which conducts an advertising feature for the radio program pages of newspapers, has introduced a cartoon continuity called "The Dial Twisters" to appear on radio pages as special promotion for five to seven programs daily.

JOSEPHINE TUMINIA, Metropolitan Opera coloratura, has been selected as permanent star on the new Conti Products series *Treasury Hour of Song* which started Jan. 16 on 20 MBS stations, Friday, 9:30-10 p.m. [BROADCASTING, Dec. 29, 1941]. Bermingham, Castleman & Pierce, New York, handles the account.

WHAT did he find out?

He is one of WLW's field representatives who call on retailers every week in the major cities of WLW Land.

What he found out is contained in WLW's latest book:

"28,037 calls on the Men Who Move Your Merchandise"

It's mighty interesting reading!

If you haven't received your copy write WLW or call one of our sales offices.

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